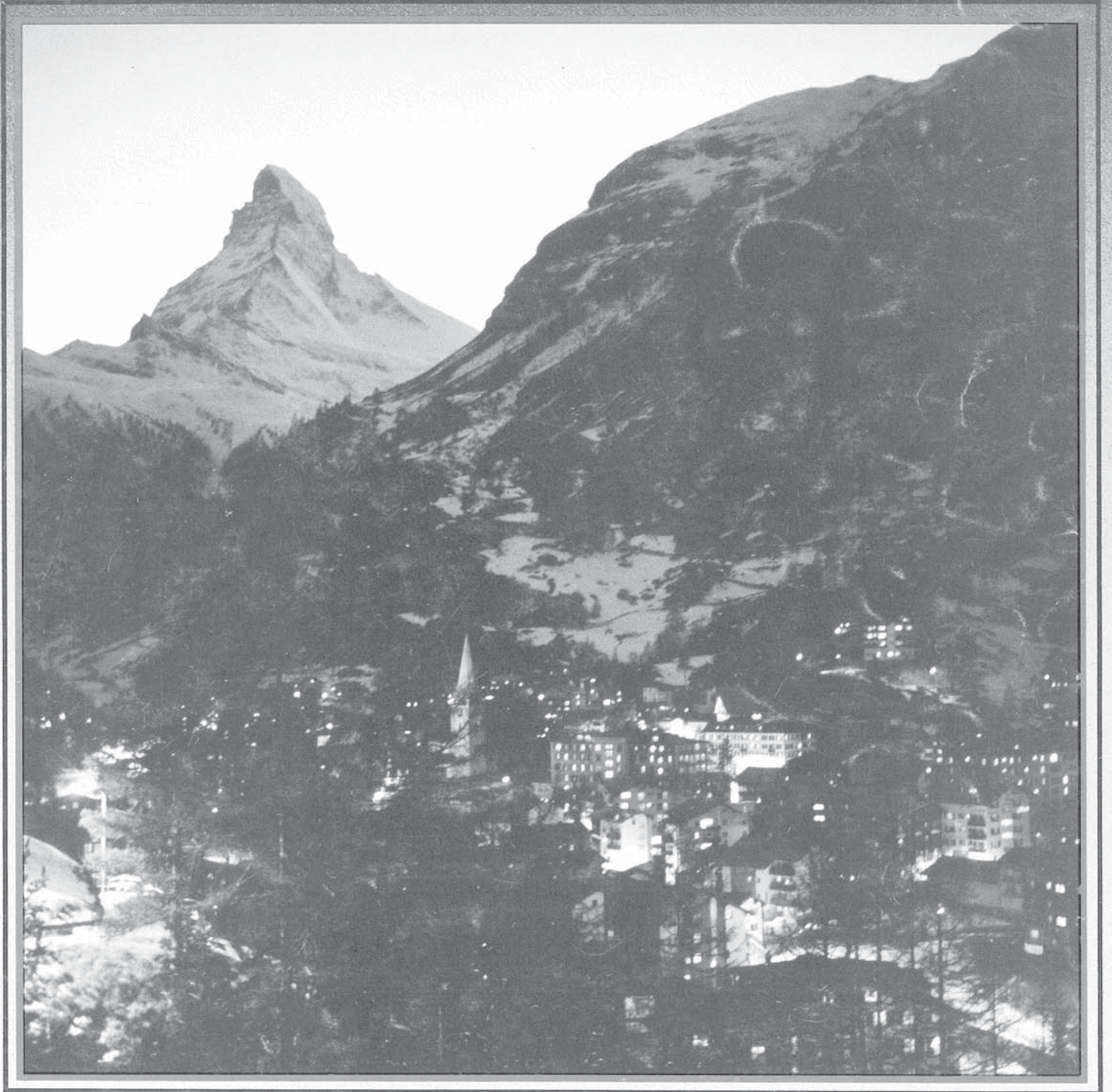


TOURISM

# WINTER CITIES

VOLUME 9 NUMBER 1 MAY 1991





# A N I C E P L A C E T O

**W**hen communities invest in providing excellence in leisure services, it does not go unnoticed. The results generally further complicate the local situation: there are the physical, psychological, social and often spiritual benefits complimented with increased economic advantage. Often the cities of excellence in leisure services are further rewarded with the notoriety and pride that comes from such accomplishments. Herein lies a paradox, one of many. As you become more successful with notable areas, facilities and programs, more people wish to experience these resources. It can be in the form of outstanding cultural performances, notable areas and facilities, or markedly well positioned tourist destinations and attractions. The extent to which you are successful in providing and promoting excellence in leisure services will determine the number of "guests" you attract. While the assets of increased pride and money are realized, the liabilities of the four C's: crowding, cultural changes, competition and congestion (among others), surface.

What happens when "locals" are not able to enjoy the amenities of their winter community due to the fact that you've made it so attractive that "outsiders" come in and "take-over?" This is actually what some administrators would call "A Healthy Problem." If we could but have such a conflict, it could be readily adjudicated say some administrators who are not faced with the frustration of townspeople who remember the "good old days" when you knew everyone, the peacefulness and calm

were broken up only by oneself, you could park anywhere you liked, always caught your limit in the sparsely used fishing hole, etc.

What is called for is open-communication and understanding. Many communities have addressed this problem by setting up open lines of communication between the residents and their city administrators. They say they are committed to responding to community concern and conflict. In the location of the world's largest tourist attraction, the community network is extensive. The operators of commercial establishments likewise respond by providing special events, special services and off-season perks to the "locals", fully realizing that they have to put up with more than the 4-C's regularly, during the peak tourist season. There must be empathy and recognition exhibited by the leisure and tourism providers in the form of trade-offs or compensation for the locals' freedom and amenities lost.

It is apparent that pioneers of the land, homesteaders, frontiersmen, whether in actuality or by reputation, often fight change, but change is inevitable. These people view advancement as a threat rather than a challenge or benefit. To these individuals, there is no simple solution to resolve the inevitable conflict which has been witnessed over the centuries. The greatest simple suggestion given above is the need to open up communication, strive to create a climate of trust and then work diligently to address priority concerns, starting first with health and safety.

I call for this issue to be placed on the program of the next Winter Cities Forum '93 in Yellowknife. This is not a conflict which is new and/or can quickly be resolved. It is however an issue where administrators from many communities can relate and have many and diverse opinions. The experience and sharing of the collective body of winter cities' administrators could shed additional light on the subject and determine if this article is going in the right direction, namely:

**T**his is a call for all communities/cities to ban together to develop a broad vision statement of the nature and potential of leisure services in their community for their own residents and as a draw to the "clean industry" of hospitality and tourism;

It is a given that a happy and healthy community boasts a great future that such emotions are markedly intertwined with leisure and human services. The world is not a playground but a classroom for life-long-learning. Leisure services provide for quality opportunities to not just exist, but to live active, zestful lives year-round. It's a right to celebrate life and since much of life in winter cities is in severe climate, to celebrate winter as well.

Leisure services in good times is often expanded, leading to even greater livability to residents and "All (North) American Cities." The problem confronting many communities is the fact that when commu-



# VISIT AND LIVE



*Dr. Larry L. Neal and Jack Royle*

nities need the services the most (e.g. tight economic times) is the time they are cut back. The question of pump-priming is addressed. How to stimulate the human, as well as fiscal, aspects of any community is central to good administrative thought and action.

Local residents who stand to gain from improved leisure services programs also must adjust to the many forces which come from expanded services and visitors. These adjustments are often difficult. It is suggested that central to resolving such conflicts are clear and trusted channels of communication and responsive city administrators who sincerely listen and respond to the conflicts for concerned citizens. Much more in the way of innovative solutions from successful communities

needs to surface in public forums so that compromise and a win-win scenario can be realized.

Most important is the fact that winter is a legitimate season to celebrate and that much in the way of enjoyment, joy, happiness, and zestfulness can come from the celebration of the season. We do not have to re-invent the wheel. Great winter festivals are offered in large and small cities. Cities have been cleaned up, and "landscape designed" for winter color and safety.

Transportation factors, including streets, sidewalks and nature trails have been planned to be more person-centered and serviceable. Innovative outdoor playgrounds have been created (e.g. mazes or obstacle courses, groomed canals offer winter transportation routes as well as

extended skating rinks, arenas are designed to exhibit winter expressions such as snow sculpture, or adapted sports such as snow golf, broomball, etc.).

**I**n short, Jack Royle the retired journalist and founder of the Liveable Winter Cities Association acknowledged a telling fact - seventy percent of the world's population never see snow. Given this fact, it should not be hard to realize the envy of others to the assets of winter cold. The challenge is one of attitude adjustment to the natives and expanded planning and education to increase the awareness of the nonparticipants to come, taste and savour the sights, sounds and sensual aspects which abound in winter.

If we're successful in expanding our leisure services in our community during the winter, what happens when the attraction closes us out because tourists come and want to enjoy our resources (i.e. ski slopes, skate rinks, trails, hunting, fishing, camping, etc.).

*Editors Note: Dr. Neal has generously provided WCA with more than three pages of references on the topic of leisure in winter cities. Unfortunately we did not have space to publish the full reference list. We are publishing his introduction and invite you to write for copies of his valuable contemporary compilation of references. Details for ordering are contained in our list of publications at the back of the magazine.*



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Does research mainly on urban landscape design and deeply interested in winter cities' urban landscapes and in urban designing.

Was in charge of various designing works for the Sapporo Olympic Winter Games 1972, planned and designed the Sapporo Science Center, designing for a new bridge on the Toyohira River "Sapporo Munich Great Bridge", Eco-Color design for "Sapporo Romanet" streetscapes and other works.

Graduated from the Faculty of Fine Art, Tokyo University of Art; studied Aesthetics and History of European Medieval Architecture; researched urban design at the University of Toronto and environmental design at York University, Canada; as an overseas researcher of the Ministry of Education.

**SVEIN KRISTIENSEN (52)**, Tromsø, Norway, was engaged as marketing director for the Winter Cities-event in Tromsø 1990. As part of this job he was in charge of Winter Expo '90 and activities to make citizens take part in the events like snowsculpturing, Children's Day, Candlelight evening, etc. In addition he took part in the general planning of the event, especially the cultured program and the awards competition. The marketing program resulted in an extensive contact with many small communities in Scandinavia. At the moment he is busy establishing the first Winter Cities Association affiliate on the European continent.





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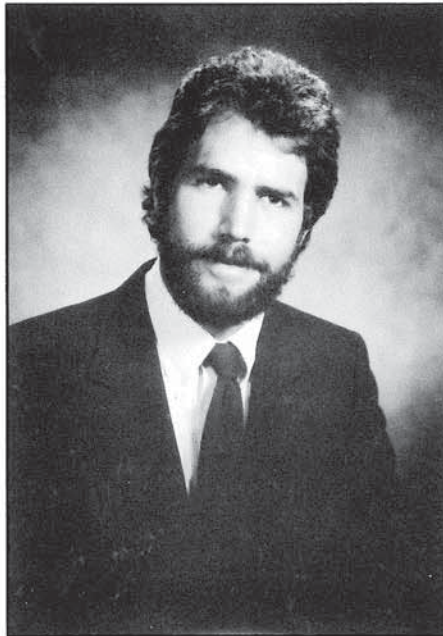
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**MAGDA WASSEF**

Born in Cairo, Egypt in 1962 she moved to Montreal at three. Obtained Bachelor of Science Degree from Acadia University. Worked in Jasper during the summers through school. Ms. Wassef has been Director of Public Relations at Jasper Park Lodge for three years.

**DAVID FRANCIS** has extensive experience in sport and recreation, not only in the design and management of facilities but also in the development of related participation programmes.

Having worked and lectured in Canada and the United States and subsequently creating his company link with Japan gives rise to an international perspective in sport and leisure. Coupled with this is the strong links forged over the years with not only the public and private sectors but also the voluntary sector in sport and leisure; something that few have experienced.

David A. Francis - President  
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**L E T T E R S**

Dear Harold,

I am impressed with the transformation of Winter Cities News into a slick magazine.

Congratulations.

**Gary Gappert**

Dear Harold,

The new W.C.A. issue is first rate and would like very much to purchase 10 copies, I'm using them in my contact with the universities.

**Joe Amisano**

Dear Harold,

Thank you very much for the publication of my Tromso paper. I enjoyed very much this entire issue of the magazine with the chance to re-read and re-experience the Tromso events. Thank you.

**Jan Gehl**

Dear Harold,

I wish to congratulate you on the excellent (design) issue of the "Winter Cities." Our old dream is being achieved: a periodical which can develop a bond among circumpolar nations. As I mentioned to you in our last telephone conversation, it may be a good idea to add a brief identification of authors at the end of each article and where and how they can be reached.

**Vladimir Matus**

**OOPS AN OMISSION!**

In Winter Cities, Volume 8 #3, "Reflections from the Arctic Rim", WEIMING LU Executive Director of Lowertown was not credited with his excellent piece "The New Nicollet Mall".



## WARM WEATHER BMW WINS OVER WINTER

A BMW tested in Calgary's cold climate made a real fan of an automotive writer for the local newspaper.

"The heater is capable of turning the cockpit into a kiln and the engine doesn't take forever to warm up. BMW's climate control system features dual thermostats, [one for the right and one for left side of the passenger compartment] and is blessed with efficient defrost capability to keep the side glass clear.

Rear-wheel drive is a less than wonderful propulsion proposition when streets are snow-covered and slippery. The biggest problem is getting away from slick intersections and making it up icy hills.

But the clever Germans have found a way to minimize the problem. By activating a switch alongside the floor-mount shifter for the optional four-speed automatic transmission, it is possible to start out in third gear. This provides mild acceleration when needed, so gentle in fact, no human foot could hope to duplicate it."

Now if I only had the \$42,000 plus to afford what appears to be the right car for winter.

## GLEANINGS ON GLOBAL WARMING

Global warming caused by so-called greenhouse gases in the earth's atmosphere may result in "significant northward expansion and settlement and related activities in Canada" says a recent study released by the Canadian Department of the Environment.

A warmer climate would likely require major public works programs to control flooding on the Great Lakes as well as defense patrols on Northern Canadian lakes which would under warmer circumstances be free of ice more of the year.

An infrastructure for expanded agricultural development in areas such as northwestern Alberta or the clay belt of northeastern Ontario would need to serve the enhanced agricultural production.

Global warming poses problems that Canada cannot ignore in the transportation policy area.

Subsidies for the the St. Lawrence Seaway, that is currently iced up most of the year, would no longer be necessary but closing down the Port of Churchill, a declining grain export port and the railway that serves it, might prove premature and a costly action in the next 30-40 years.

The study was commissioned by Transport Canada but bears a disclaimer that the opinions expressed are those of its authors, the IBI Group of Toronto.

## WHO'S RESPONSIBLE FOR THE GREENHOUSE EFFECT?

In a recent report from the Carbon Dioxide Information Analysis Centre, it is stated that three countries - the USA [21%]

the USSR [19%] and China [11%] - account for half of the carbon dioxide emissions from fossil fuel burning. This had changed significantly since 1950 when the USA alone accounted for about 42% of the world's emissions.

On a per capita basis the worst countries are first the German Democratic Republic, the USA, Czechoslovakia, Canada and Australia.

Countries moving up the carbon dioxide scale since 1950 are China, Japan, India, Mexico, Romania and Korea [53rd to 20th].

The statistics presented in this information is disturbing. A growth of worldwide carbon dioxide emission is becoming evident at just the time that much of the international scientific community is calling for a reduction.

## SPOT LIGHT ON THE SOLAR SITUATION LIGHT FROM DOWN UNDER

A new solar light, the Parkway from Nylex, developed in Australia looks just like an ordinary light. That is because the photovoltaic cells have been built into the light fitting.

Battery storage gives about 10 days power for approximately 5 hours per night. An area of 30 metres by 30 metres can be lit.

The light will find great use in town public areas and farm driveways and stockyards.

The light canopy is made from high impact acrylic which is resistant to damage by vandals, extreme temperatures etc and is stable under UV conditions.

## SOLAR HUSKIES

Hans Tholstrup, the organizer of the Darwin Adelaide Solar Car Race, has designed a solar 'dog' for use in Antarctica.

Apparently solar panels will do the work of six huskies. Hans is planning a 15 day expedition in 1992.

The prototype of the solar husky was on display at the recent International Photovoltaic Science and Engineering Conference at the University of New south Wales in Sydney.

## SALTING THE EARTH

Road salt is cheap, keeps ice off the roads, allows cars to keep a grip on the road but it kills trees, contaminates streams and pollutes ground water and wells.

Actually road salt isn't cheap either if you calculate the cost as the state of New York did. That state figured road salt cost \$1,600 a ton if the damage done to bridges, roads, cars, pipelines, cables and bodies of water is calculated.

The normal salinity of a fresh water river is 250 parts per million. Country roads tested at 10,000 ppm and a major freeway at 25,000 ppm.



Evergreens planted along the roadway may protect more delicate plants but cars will still rust out, ground water will still be high in salinity and bridges will continue to corrode and become substandard.

#### AQUARIUM IN NWT

Many aquarium projects costs millions but the Northwest Territories government has built an aquarium in Resolute Bay for \$30,000.

It's the simplest aquarium set-up possible and one that is getting accolades for being ecologically friendly because it is devoted exclusively to local plants and animals.

Three acrylic tanks, each approximately two metres long, one metre high and one metre wide are pumped full of fresh seawater directly from the near freezing water of the bay and cycled continuously through the tanks to keep them cool and clean.

At the the end of the 12-16 week period that the aquarium is open, all animals are taken out of the tanks, put back into the ocean and picked up again next year. Everthing seems to thrive in the tanks.

During the short season, the tanks hold the flora and fauna of the Artic's three distinct habitat areas.

The open ocean, the mud bottom and the rocky near shore habitat are all represented in the aquarium.

The viewing tanks and their explanatory panels fit nearly into a trailer that houses a marine research station run by the federal government for its fisheries and oceans department.

The aquarium has become a tourist attraction but is very popular with the local Inuit community. Native peoples have traditionally taken marine mammals, birds and fish from the bay but they have little knowledge of the plants and animals that live beneath the Arctic floes.

Mark Graham, curator of fishes in Vancouver and originator of the Resolute Bay aquarium plans to bring two native people to Vancouver for training in maintenance of the living exhibits.

#### FUR NEWS

Hudson's Bay Company, the retail empire founded on the fur trade, has decided to stop selling furs.

The company which received its charter almost 321 years ago started liquidating its inventory of furs early this year.

"It's ironic to a certain degree that the company is getting out of the business that made it a business," says Barry Agnew, vice president of sales and promotion.

The decision was denounced by the Fur Council of Canada as a betrayal of its "Canadian heritage."

#### STUDS BEING RETIRED

Legislation has been passed by the National Diet in Tokyo which will ban the general use of studded tires in Japan effective April 1, 1991.

Small, snowbound communities are exempt under the new law, as are emergency vehicles; handicapped motorists will be permitted to continue using studded tires and the tires will continue to be allowed on trucks for a period of three years, during which time suitable alternatives to studded tires for oversized vehicles must be developed.

Sapporo is not considered exempt despite its five metres of annual snowfall.

A law forbidding the manufacture of the studded tires in Japan became effective on January 1, 1991.

Efforts to reduce the use of studded tires in Finland included reducing environmental damage by decreasing the number, size and weight of the studs on a tire.

Studded tires have been in use in Finland for more than 30 years, over 90% of motorists depend on them for safe winter driving. Officials determined that a sudden ban would not be fair. Instead a step by step approach has been taken.

Finland has also recently shortened by four weeks the period when motorists may use studded tires.

#### MALL WALKERS

Several suburban indoor malls are inviting walkers into their centres. With ads that state "Don't let the winter cold keep you inside. Join the Trekkers Walking Club and stay active all year. Anyone can do it. It's safe, virtually injury free and best of all there's no charge. Members can walk in the climate controlled environment from early morning to mall closing. Walking reduces stress, improved cardiovascular health and is an effective means of weight control."

Pins, T-shirts and special rates on coffee and croissants are also offered. The malls open their doors at 7 a.m. for the early enthusiasts and close at 9:30 p.m.

Many seniors wanting to avoid the icy streets, skiers recovering from accidents on the hills as well as walkers wanting to build up speed take advantage of the early morning hours.

#### COLD CAMP

Royal Canadian Mountain Police officers receive training in basic winter travel under all conditions over all terrain.

A course primarily designed for park wardens in Canada's Rockies also trains police officers in remote areas who may be called on to attend the scene of any fatal accidents in the backcountry.

Sometimes getting there will put the officer in danger too.

Held north of Lake Louise along the Icefield Parkway, the course involves three days of field trips, after one day of slides and lectures.

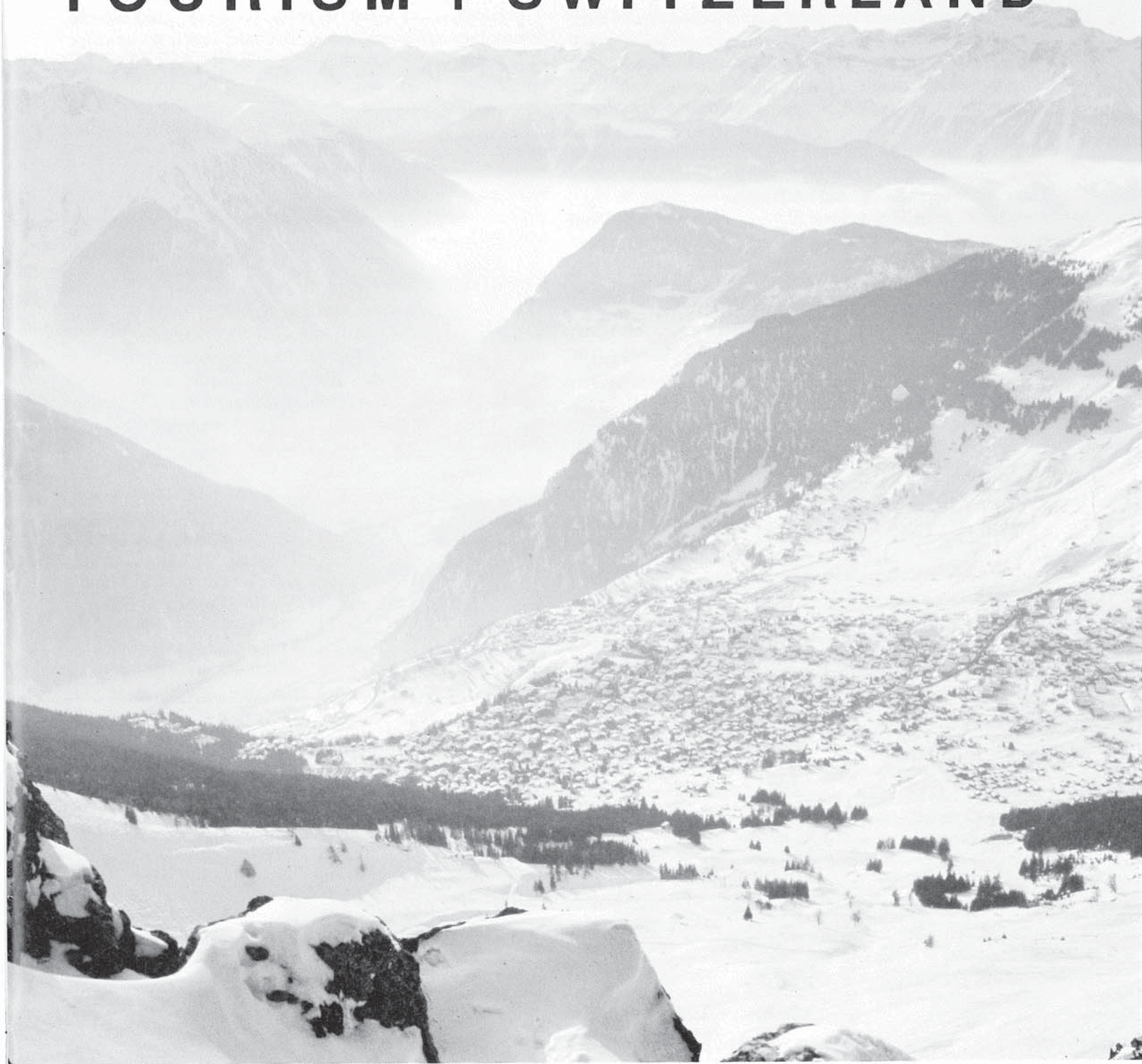
Participants learn the the basics of staying warm, from the selection of gear to how to select snow for digging a snow pit. Avalanche rescue and winter travel modes round out the course.

The course is billed as an occupational safety course.

*Compiled by Tim Christison*



# TOURISM + SWITZERLAND



*Breathtaking image of Verbier*

**T**ourism is a major factor in the Swiss economy. About 220,000 persons are directly engaged in tourism. The gross income from tourism amounted to about 198 thousand million francs or about 6% of the Swiss gross national profit.

Switzerland has about 7,000 hotels, guesthouses, motels and spa establishments offering a total of 280,000 beds. Chalets and apartments account for at least another 360,000 beds while the 90 or so youth hostels provide 8,200; tourist holiday camps can take 235,000 guests, and camping and caravan sites another 272,000. In their majority the establishments in Switzerland are small in size: almost 50% of the 7,000 hotels have less than 20 beds, and 30% of them between 21 and 50 beds.



Swiss hoteliers and other tourist accommodation spend more than 20 thousand million francs every year in building and renovating. For catering, about 26,000 restaurants, cafes, and country inns are available. Their density is very high with a ratio of one establishment for 250 inhabitants. Switzerland has modern transport facilities.

The Swiss Federal Railways and private railways are fully electrified and their total network comprises 5,000 km of which 3,600 km are normal gauge and 1,400 km narrow gauge. In 1960, work began to build a national highway system of 1,840 km, including 1,550 km of motorways; about 1,400 km of these have been completed. In 1980, the 16.9 km Goddard road tunnel was opened. In 1988, about 42 million motor vehicles and over 172,000 buses entered Switzerland from abroad.

It would be difficult to list all the facilities available to the visitor of Switzerland, the land of holiday freedom. Thanks to its contrasting landscapes and climatic conditions, glaciers, lakes, snowfields and palm trees all to be found within a short distance, Switzerland, is kin to the words of a contemporary romantic "...that piece of earth which geography and tourism make the nearest thing to heaven".

### JOIN THE 700TH BIRTHDAY CELEBRATION

Seven hundred years ago, bravery and the will to be free provoked the birth of a tiny nation in the heart of Europe: Switzerland. At the mercy of a foreign tyrant, the rebellious William Tell was forced to aim his crossbow at an apple on his own son's head to save his life. Tell aimed right and his famous apple shot made him the Swiss National hero. Fact or fancy, man or legend, William Tell still personifies the quest for individual rights and freedom in Switzerland. In 1991, he will be relived in spirit, for the year-long festivities in commemoration of 700 years of Swiss democratic tradition.

### WINTER IN SWITZERLAND

Switzerland has an abundance of magnificent slopes which guarantee possible skiing thrills in a breathtaking setting. Skiing is quickly learnt in one of the 200 ski schools staffed with expert instructors, most of whom speak English.

The season usually begins in mid-December and ends in mid-April; with the heaviest snowfalls from mid-January to mid-March. Facilities for cross-country skiing, skating, ice hockey, curling, tobogganing, ski-bobbing, etc. are amply provided for, and attractive programs of interesting sporting events are offered by the resorts.

Equipment such as skis, ski boots, toboggans, skates, etc. can be rented at very reasonable rates. Daily and weekly ski passes for unlimited use are available at every resort. Switzerland has approximately 150 ice rinks. Winter in Switzerland is not only for the active sport enthusiast.

The non-skier will find a winter holiday in Switzerland most delightful and beneficial. Well maintained, clearly marked trails beckon to tourists to take relaxing walks through glorious scenery. Enjoy all sports activities as a spectator in the dry, pure alpine air and warm sunshine. A ride in a horse-drawn sleigh through winter fairyland is unforgettable.

### ST. MORITZ

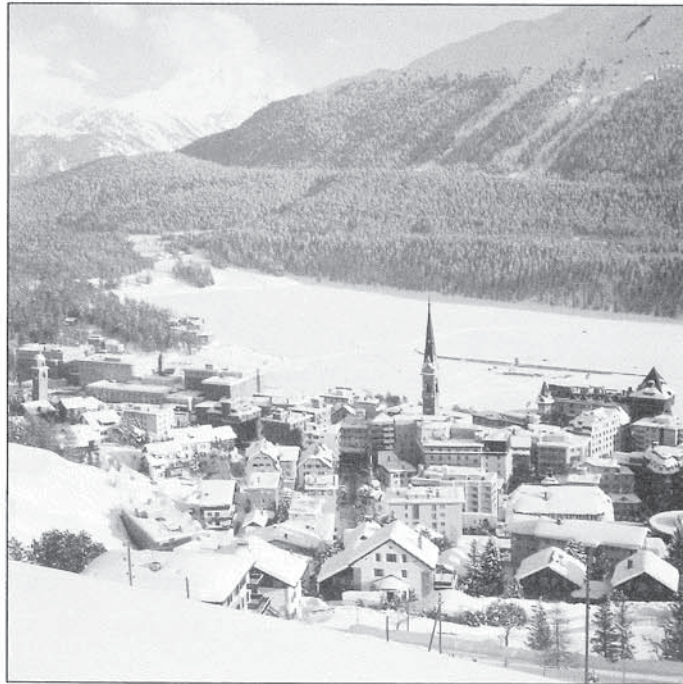
St. Moritz lies on the south side of the Alps, in the Engadine Valley (6,000 feet above sea level). St. Moritz is rightly recognized as the "Number 1" in international tourism. It owes its strong position to the variety and quality of what it has to offer: unlimited possibilities for sport, a modern health spa center, top cultural events - in a "champagne climate" amidst the wonderful mountain lake scenery of the Upper Engadine Valley.

There are over 28 ski regions throughout Switzerland and our recent survey indicated the following were the five (5) favorites amongst Canadian travellers: Zermatt, St. Moritz, Verbier, Davos and Grindelwald.

St. Moritz is the birthplace of winter tourism and sports in the Alps. At the beginning of September 1864, the St. Moritz hotel pioneer Johannes Badrutt, made the following bet with 4 British summer visitors: They should come back in winter. If they didn't like it, he would pay their travel costs from London and back. If they liked it, however, he would invite them to be his guests and to stay as long as they wanted. The English visitors appreciated this kind of bet - one which

they were bound to win. They accepted, came at Christmas and stayed until Easter. They were the first winter tourists in the Alps and led the way to the rapid development of the village as a resort, as winter tourism continually increased in importance.

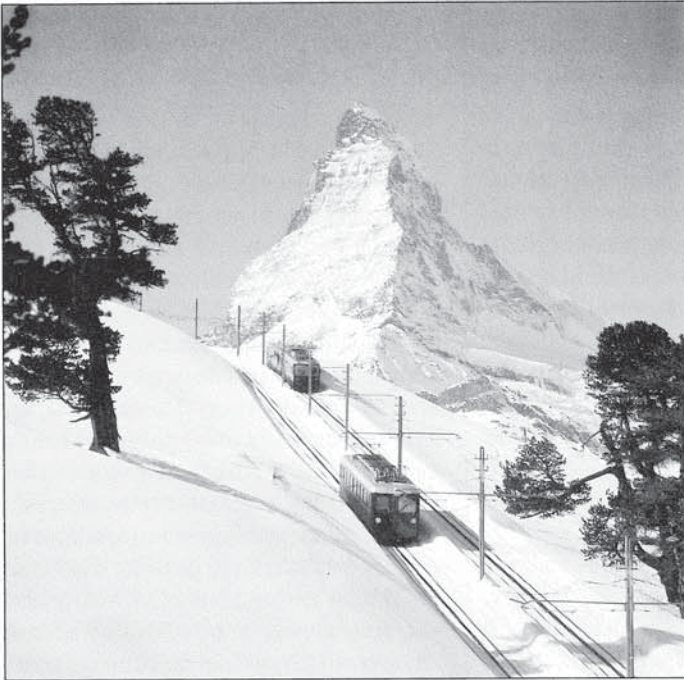
In 1928 and 1948, St. Moritz was the host of the Winter Olympic Games. Numerous ski and bobsleigh world championships, as well as other important winter sports events, together with the famous names of its guests, have all contributed to the unique worldwide fame and prestigious position of St. Moritz. The assurance of snow and good weather provide ideal conditions for a wide range of opportunities offered to visitors: Olympic ski pistes, bobsleigh run (with passenger rides), Cresta Run (for toboggans), horse races, greyhound races, Cricket matches, polo tournament and winter golf on the frozen lake of St. Moritz.



*St. Moritz Village on the lake in the Upper Engadin*



## ZERMATT



*The cog-wheel rail of the Goernergrat in Zermatt with the famous Matterhorn in the background.*

Zermatt - the carefree and car-free village, Switzerland's southernmost mountain resort - is accessible from every direction. The idyllic village under the Matterhorn has become one of the most renowned summer and winter resorts.

### **Thirty kilometres of paths, horse-drawn sleigh rides, excursions on foot or with the chairlifts and gondolas take you away from it all.**

In the whole village there are no motor-driven cars. Horse drawn sleights and carriages, as well as electric cars, are the only means of transportation allowed. This alone is one of the best prerequisites for restful and enjoyable holidays. With the advantage of its southern position, yet protected against wind and with excellent snow conditions always, Zermatt is famous for having the longest skiing season in the Alps.

The various skiing-areas can be reached by sixty-nine kinds of transport facilities: cable ways, rack-trains, chair-lifts and t-bars can move up to 53,200 people in one hour.

The marked ski-runs offer a wide choice, from the easiest to the most difficult, with a total of 230 km of pistes. The white paradise at the foot of the Matterhorn also offers unlimited possibilities of ski-tours. Zermatt may be reached in equal time from West, North or South. The Lake of Geneva, Loetschberg and Simplon lines all connect directly with the modernly equipped narrow-gauge Brig-Visp-Zermatt Railway which, in one-and-a-half hours climbs to Zermatt through the romantic and rugged Vispental.

## VERBIER

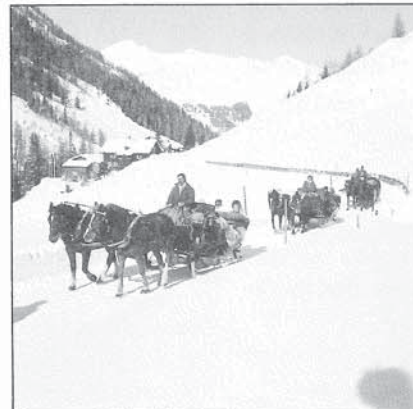
High up in the heart of Switzerland's southernmost Alps, located on a vast sunny plateau that is well protected from the wind, lies Verbier with its 38 hotels and 1,200 chalets and flats to be let. In Verbier, skiing is king: there are 80 mechanical lifts, 300 km of tracks, a single lift ticket for skiing as high up as 3,330 metres, cross-country skiing, and all other winter sports: curling, skating, and swimming.

## DAVOS

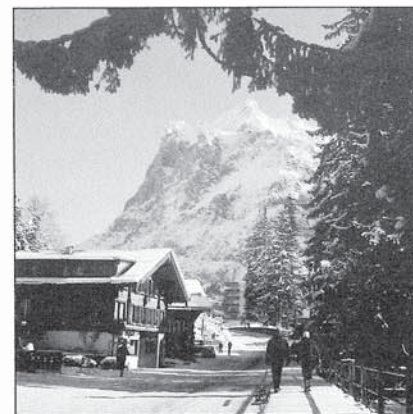
Davos, the winter town by the "Magic Mountain" and El Dorado for ski fans from all over the world, is setting new standards for winter sports and fun in the snow. State-of-the-art, high capacity transportation facilities make five big skiing regions accessible to professionals, amateurs and all sports fans.

Big fun on the Schatzalp sledge run or 75 km of prepared track for the cross-country skiers, trendy snow surfing or delta gliding or gracious gliding on Europe's most beautiful natural ice rink and on two artificial ice rinks add up to pleasure for everyone.

If you prefer the quiet idyllic life in a grandiose mountain setting to the pulsating life in sympathetic small town Davos, then you will find both relaxation and fulfilment in the loneliness of the open Davos landscape.



*Horse-sleigh rides in Davos*



*Winter hiking in Grindelwald in the Bernese Oberland with the Wetterhorn in the Background.*

## GRINDELWALD

The welcoming village of Grindelwald, flanked by its glaciers lies at the height of 1,050 meters. It is set against the ice-crowned back-drop of the world-famous mountains, Wetterhorn, Eiger, Moench and Jungfrau. In Grindelwald, you have magnificent ski runs right on your doorstep.

Grindelwald has 165 km of prepared "pistes" for skiers and 32 km of cross-country runs. It has a reputation of being a hospitable winter and sport resort for people of all ages.

Winter walks on the 45 km of specially prepared paths are a very special experience, thanks to the magnificent panorama.



# A REAL LIFESAVER

LAWRENCE WANG

The "Canadian Cold Buster" is a new high-tech, cold weather nutritional snack bar which provides quick energy to help keep your body warm in the cold. It is the fruit of over 15 years of biochemical research conducted by scientists at the University of Alberta as sponsored by the Canadian National Defence, Canadian Medical Research Council, Natural Sciences and Engineering Research Council of Canada, and the Alberta Heritage Foundation for Medical Research. Under controlled cold tests using scantily clothed men and women exposed to -10 C for three hours, "Canadian Cold Buster" can significantly improve cold resistance by 40-50% after a single ingestion. This is equivalent to providing the person with twice as much time to seek proper shelter or help before his/her body temperature reaches the dangerous level of incapacitation due to hypothermia.

The "Canadian Cold Buster" contains only natural food ingredients readily purchaseable from any grocery store: milk protein, honey, complex carbohydrates such as rice and wheat starch, sugar, cocoa powder, vegetable oil, and spices. It is free of artificial sweeteners and preservatives. The formulation of these ingredients, however, is based on a novel international patent-pending formula. Each 70 gram bar contains 260 calories, mostly from protein and complex carbohydrates and little from fat. Because it is a natural food product, the "Canadian Cold Buster" is as safe as any other food products you normally consume. Use it as you would for a nutritional snack. You may take it either before you go out to the cold or while you are in the cold. Generally, one bar for every 2-3 hours is recommended but you may take it more frequently if so desired without any harm. You may take it alone, or with coffee, tea, soft drink, or water. In its

sealed pouch, it should keep up to one year or even longer at room temperature.

The danger of cold exposure is quite familiar to all Canadians. When our heat production cannot keep up with our heat loss in the cold, our body temperature begins to fall and dire consequences such as impairment of judgement, confusion, disorientation, and semi-consciousness soon follow. Every year, reports of tragic incidence of cold exposure are common. The "Canadian Cold Buster" was developed to help lessen such possible incidence. Therefore, it should be useful for anyone undertaking

***Under controlled cold tests using scantily clothed men and women exposed to -10 C for three hours, "Canadian Cold Buster" can significantly improve cold resistance by 40-50% after a single ingestion.***

outdoor activities in the cold, e.g. working, travelling, skiing, running, hiking, hunting, camping, or as a spectator or participant in other sports and recreational activities. It should be also useful as a preventive measure in your winter safety package (along with blankets, matches, candles, canned and dry foods, etc.) you would normally carry in winter travel or outings.

The physiological and biochemical responses during cold exposure is complex. To support the increased metabolic demand in the cold, the body burns more fuels, chiefly, fat along with carbohydrates. The burning of fat, however, requires a conversion process, in which, the fat is converted to fatty acids before they can be utilized by cells. This conversion process, unfortunately, becomes a bottleneck under high metabolic demand, resulting in an insufficient supply of fatty acids to cells. In addition, other biochemical constraints also come in to play due to accumulation of detrimental by-products of metabolism.

These combined effects result in a mismatch in fuel supply and fuel requirement, leading to an inability to sustain the high rate of heat production required to keep your body warm in the cold. Consequently, body temperature begins to fall and hypothermia results.

The "Canadian Cold Buster" contains ingredients which will do two things to the body: a) it will provide quick energy fuels to sustain the high rate of metabolism, and b) it will lessen the inhibitory effect of the metabolic end products on fat conversion. Consequently, better fat conversion results and more fatty acids become available for burning by the cells to generate more heat.

Unlike taking alcohol, which makes you feel warmer but really does not add any overall physiological benefit to your heat budget, the "Canadian Cold Buster" is not expected to give you the same warm feeling as alcohol. You may feel some warmth, but the real strength of the "Canadian Cold Buster" is to help your own physiological heat production to keep warm through enhanced and sustained muscle activities such as shivering and exercise.

Taking the "Canadian Cold Buster" in warm temperatures will not make you hot because in the warmth, your body does not require accelerated metabolism. The quick energy contained in the "Canadian Cold Buster" will simply be processed by your body like it would with any other nutrient intake. You may feel some warmth but certainly not hot flushes or overheating.

***To support the increased metabolic demand in the cold, the body burns more fuels, chiefly, fat along with carbohydrates.***

It is expected that the "Canadian Cold Buster" will be available Canada wide in fall/winter 1991. For more information, please contact Dr. Lawrence Wang, Department of Zoology, University of Alberta, Edmonton, Alberta, T6G 2E9. His telephone is (403) 492-4402 and his fax is (403) 492-1667.



# SKATE SLED

ROD HIGGINS

Every once in a while a certain individual comes along who really makes a difference in the community. Such individuals may be few and far between, but every municipality has one.

Moncton, N.B., is such a city. The community is indebted to an individual who has provided recreation opportunities for hundreds of people who otherwise would never have participated.

After years of hearing countless excuses, after witnessing the hardships of youngsters just beginning to experience the thrills of skating, and after years of seeing the disabled sitting on the sidelines, Leo A. Thibodeau decided to do something about it.

A man with a contagious, deep passion for skating, and one who is quick to give you the sales pitch as to the health benefits

and social pleasures associated with ice skating, he began formulating an idea in 1985. His sole purpose was to create a support structure that would give people the confidence they needed to lace on their skates and experience the thrills of cutting through the ice. Leo's objective was to build a structure which was safe, yet provide the participant with the freedom of movement that is an integral component of the recreational pleasures of skating.

As the design began to take shape, the simplicity of the model became secondary to the versatility for use. Preschoolers, seniors, disabled, and visually impaired individuals all could skate or experience the sensation of skating using the special sled.

The final plan came to Leo as he watched young children accompanied by their mothers, trying to learn to skate with small fiberglass chairs. This according to Leo, created a problem in the event the child fell forward, a danger existed whereby they could injure their faces on the back of the chairs.

A small model of the skate sled was built, and after several modifications, was constructed in the present form. With the assistance of the City of Moncton's Community Services Department, the Provincial Department of Tourism, Recreation and Heritage, and a couple of private businesses, the sled was created and put to the test on January 28, 1987.

The sled, which looks like uneven parallel bars, has a lower bar for children and an upper bar for adults. The components include one inch steel tubing and tee metal for runners. The sled is a very stable two-tiered structure consisting of five parts held together by four bolts that take only a few minutes to assemble. The sled is guided around the ice surface by two volunteers and can accommodate up to four children or up to three adults.

The sled was first used by Chez Tante Jacqueline Kindergarten and Phillip Brun, a blind sport enthusiast, who immediately termed the experience successful. The sled makes skating easy and will accommodate anyone who has the will and desire to try it out.

*Left to Right; Joy Hodder, Skeba the dog, Natalie Anderson, Johnathon Morrison, Linda Haines*





Presently, the Bicentennial Skating Club uses three sleds to help seniors and disabled individuals experience the joys of gliding on ice. The special skate sled is just beginning to show its worth as other municipalities, who have heard of the unique design, are starting to build their own.

In 1989, the Bicentennial Adult Skating Club offered its expertise and sled design to the Community Youth Inc. of Susses, the Saint John, N.B., Recreation Department and the Village of St. Marie de Kent. A feature article in Recreation Canada, December 1988, brought requests from several other Canadian municipalities.

To date, the sled has enabled countless people of various physical skills the opportunity to experience the pleasures of skating. Because of its enormous popularity, the City of Moncton's Community Services Department is planning to build an additional four sleds to be used in its other municipal arenas.

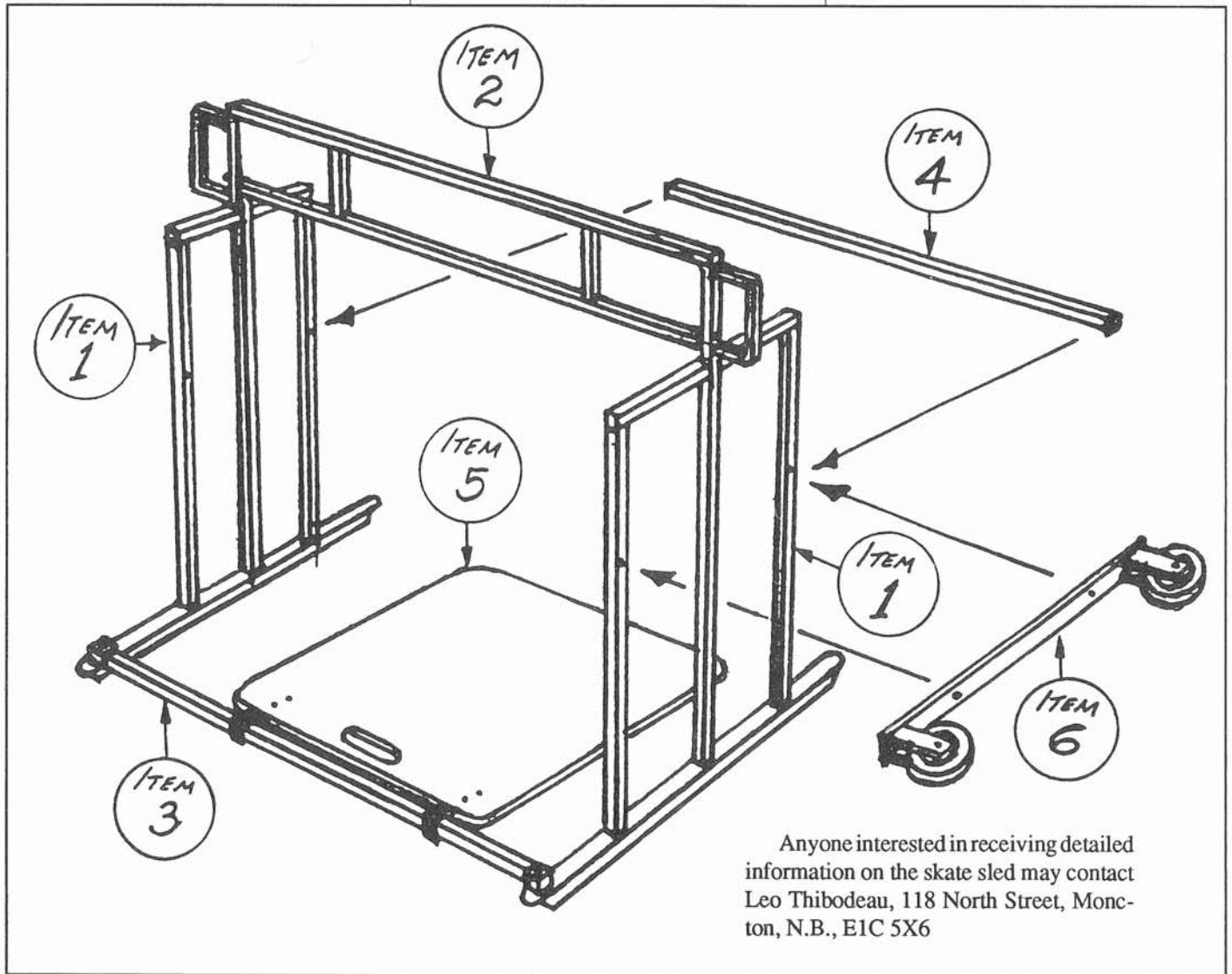
The simple, creative design has remained, yet, "King Leo," as he is known in local skating circles, continuously tries to improve its use. In 1987, he added "guiding wheels" to the side of the sled to give blind users more freedom. In 1989, a wheelchair platform was added making the sled more versatile. Leo says there is a Moncton woman who uses a wheelchair and participates with the city's sled regularly. "She puts on her skates even though they don't touch the ice - it's the excitement of participating in an activity with her friends."

Most recently, the sled has evolved to include a new dimension that teaches beginners how to skate corners. This latest invention involves a pivot at centre ice that is anchored to the frame of the sled. The participant simply holds onto the support bar and skates. Because of the anchored pivot, the sled guides the participant in a circle this providing support as the skater

glides through the turn.

Evelyn McKie, Public Relations Chairperson for the Bicentennial Adult Skating Club, said in a recent release that "All Skaters who have used the sled and attachments are impressed with the assurance it has given them to pursue their desire to learn to skate... It's interesting to hear the comments of appreciation, and the majority of users agree that Leo's sled gave them the confidence they needed to return to ice skating, some of whom have been off skates for up to 54 years."

Perhaps, Jocelyn Cohoon, Special Populations Facilitator with the City of Moncton, says it best, "The skate sled has provided an excellent opportunity for disabled individuals to participate in an integrated recreation environment. The sled symbolizes the key concepts of accessibility and integration we are always striving to provide in our recreation programs."





# T H E M E   I N T R O D U C T I O N



**G**ardeners spend the late winter thinking about and planning their garden for the next summer. Now while the gardeners are planting their seeds, we're hoping to give you seeds for next year's winter tourism.

It's a business for those who sell their winter attractions but it is fun for those who buy the winter tour.

With one exception, all our contributors wrote new material for our theme.

Our contributors were asked to write about making winter tourism a success in their area.

The one exception to this is Japan's Professor Kumagai's piece which he wrote in response to "Colour it Local" in our design issue. He talks about making winter a celebration and every town unique so even he deals with some basic considerations for tourism.

It was a delight to be part of this dialogue. We invite you to write in response to articles in this issue.

We've added the Municipal Memo section to encourage the new Mayors and Chiefs Network which was formed at Forum '91.[see WCA Update for details].

The news and innovations sections have been increased in size to reflect the activities in these areas.

I'LL BE THINKING OF WINTER  
ALL SUMMER LONG.....

**Tim Christison**  
Editor



# REFLECTIONS

## ON A MOUNTAIN RESORT

DENYS PRADELLE

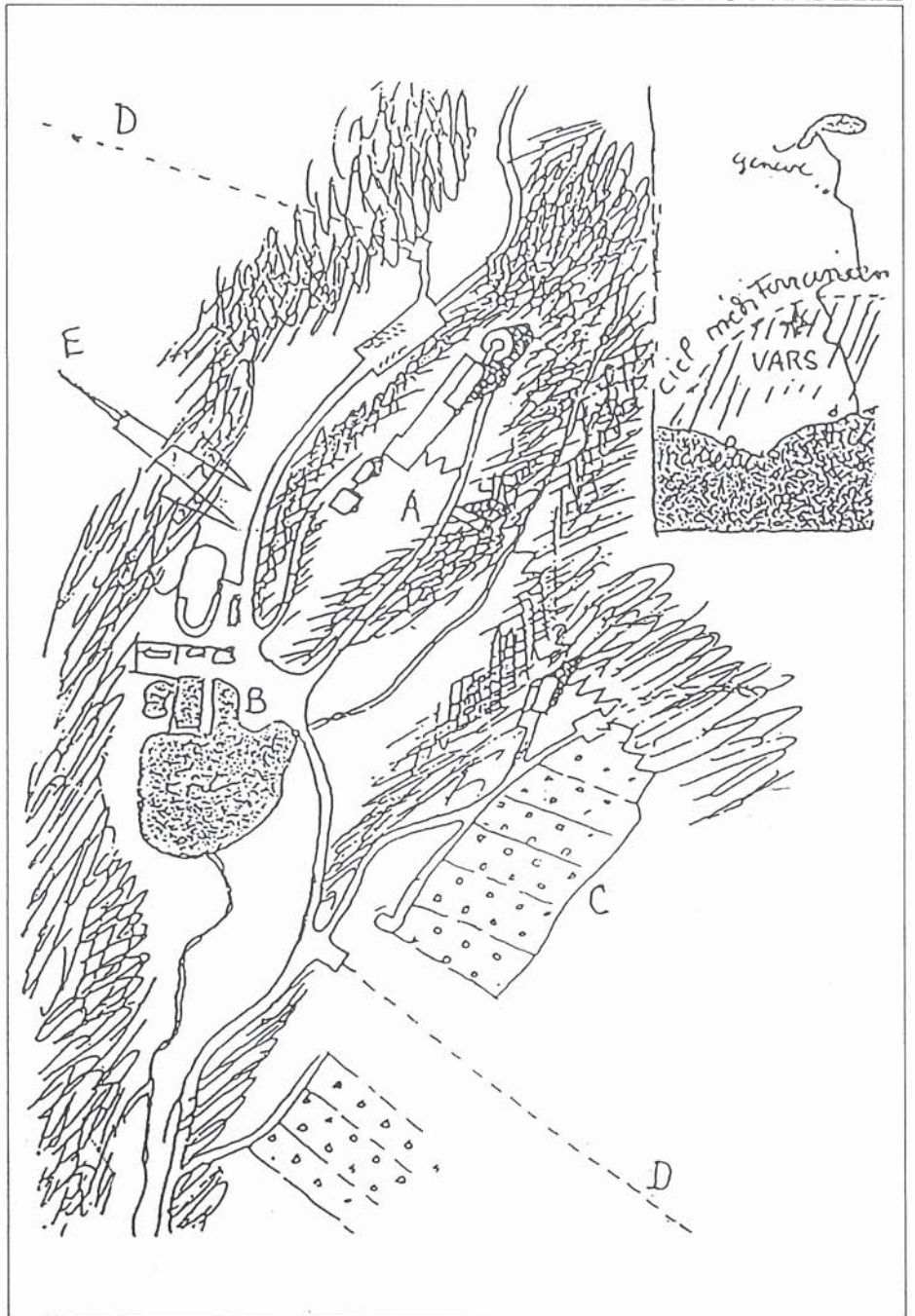
**C**ontemporary society has been marked by rising population density in urban areas. At the same time, this contemporary society has spread - and continues to spread - to the "new frontiers" near the eternal snows: mountain resorts.

This "conquest" of sorts began with scientific exploration, with climatological studies, and above all with the practice of sports in these regions - summer sports at first, followed by winter sports.

Indeed, the desire to create structures, free from the habitual constraints linked to urban sites, attracted several prestigious "precursors" to these exciting new horizons. Le Corbusier prepared plans for the Vars resort, while Durupt and Grillo had a vision for Les Bellevilles.

LeCorbusier in "La Maison des Hommes" 1941

One finds in the commentary of this plan of a resort derived from "La Maison des hommes" published by Le Corbusier in 1941, the simplifying genius of this member of C.I.A.M. (International Congress of Modern Architecture) who took up at the same time the publishing in French of the "Chartre d'Athens".





A considerable number of these resorts, veritable "new towns" in their own right, are situated in France's western Alps, where post-war development was pursued with the greatest intensity. Today, however, there is a worldwide surge in such developments. At the same time, none of these projects can truly be termed "completed", given the fact that they remain ongoing creations, extensions or restructuring operations.

As all new towns, these resorts began with initial control over the land, coupled with unique control over development (often with a single prime contractor), from design through execution of the resort. The result of this concentration has been astonishing continuity between town planning and architecture.

What's more, the extremely short time spent on developing these towns has turned the resorts into genuine full-scale experiments in urban development. They are faced with classic planning problems such as access, integration with the natural environment, selection of schemes for growth, the role and location of the centre in relation to residential "neighbourhoods", the interface between pedestrians and vehicles, etc. To these factors is added, of course, the presence of skiers. Consequently, some 30 or 40 years after their creation, these resorts are faced with a need to restructure a portion of the buildings developed. And, except in resorts where vehicles are not admitted, they must provide new parking areas (covered or open) to accommodate the growing number of cars.

Having launched their activity with a focus limited to winter use, (particularly in France, following the government's so called "Plan Neige" (Snow Plan), the resorts have subsequently devoted considerable energy to prolonging the use of the urban investments - by definition permanent - particularly in the summer. Mountain resorts around the world have perhaps learned from France's initially too narrow focus on winter, and today one finds developments with a more balanced seasonal approach.

This renewed balance in turn underscores the importance of successful inte-

gration within the natural environment, all too often concealed by winter's coat of snow. Unfortunately, this concern for harmony with the natural site is also cloaked by the fact that growth is often driven by the profit margin target per square meter. The result is relentless expansion of the resort.

Another phenomenon of note is progressive formation of more vast entities which span several valleys. Unlike traditional mountain ties, which followed the thalwegs, these resorts are interconnected via the passes or summits which once separated the valleys from one another.

Moreover, such expansive developments often confront another form of developing natural expanses: national parks and reserves.

But such questions fall more into the domain of regional development than the immediate subject of this issue of *Winter Cities* magazine.

The richness of the mountain environment makes resorts an extraordinarily effective antidote to the generally monotonous surroundings of city dweller, from children to business men and women. This explains the choice of resorts as sites for numerous seminars. Here, attendees enjoy a host of benefits outside the conference or seminar. Altitude is renowned for "recharging" both physical and morale strength - ten days in the mountains result in a ten percent increase in red corpuscles. What's more, the mountains offer a broad selection of extracurricular activities both winter and summer, from tennis and golf to horseback riding and archery.

Unlike cheap imitations - the well-know theme parks and ersatz "old" villages designed simply to distract visitors - mountain sites offer a uniquely abundant natural wealth which must be exploited to a maximum degree to give a resort true character.

Furthermore, it is vital that this objective be taken into account right from the time substantial initial investments are made in the development program, and followed through in the subsequent town planning and architectural design.

Taking nature into account far upstream is all important. Consider, for example, the

judicious use of the permanent natural environment renders unnecessary the constant (and costly) decorating of a town for holidays in an attempt to break the daily urban monotony....! On the contrary, enhancing the "natural identity" of the site enables visitors to discover the true calm and serenity which emanates from life in the mountains.

In view of this dual objective, a number of precautions must be taken at the town planning level:

- The forms of the resort must be carefully adapted to its altitude, and be increasingly sober as the altitude rises.

- Access to the site must be designed to enhance its discovery.

- The centre and the different quarters must be clearly organized, and this organization must be rapidly apparent to residents who stay at the resort for only a short time. This must be achieved by using the natural factors available - differences in relief, type of terrain and vegetation, the exposure of the slopes, sun, views, dominant winds, etc - factors which vary considerably from one season to the next.

- The relief must be employed to conceal, insofar as possible, the sea of cars, symbols of urban clutter.

These town planning measures must be amplified by the architecture. Because just as naval architecture is capable of confronting the perils of the sea, architecture able to encounter the perils of the mountains must be true, good and beautiful.

Architecture must be true, because the external appearance of the buildings is simple and without artifice. Like a true friend with no need to hide his or her innermost feelings from you, the building does not seek to disguise its interior.

Architecture must be good, since its truth is the pursuit of goodness.

And it must be beautiful, because it is good and true, in accordance with the classical precept that a veritable chef d'oeuvre combines Truth, Goodness and Beauty.

Indeed, works of art grace this architec-



ture at key points throughout the resort.

Imagine for a moment, a seminar for town officials who are confronted, as are so many professions, with the problems posed by contemporary urban civilization. Imagine what they can learn from examining this "shortcut", comprising investment issues and urban management problems condensed into the forty years and handful of acres spanned by these resorts. What's more, the lessons to be learned from these seminars offer easy comparison among neighbouring resort developments at different sites.

In this approach to the conception of a resort, the heavy real estate investment is offset by light management. The result is a calm, restful identity, created by judicious utilization of the natural setting, which is not simply respected but also extended by the town planning and architecture.

The notion of identity - with its economic, social and cultural origins - is particularly valuable in an epoch conspicuous for incessant standardization of both behaviour and construction.

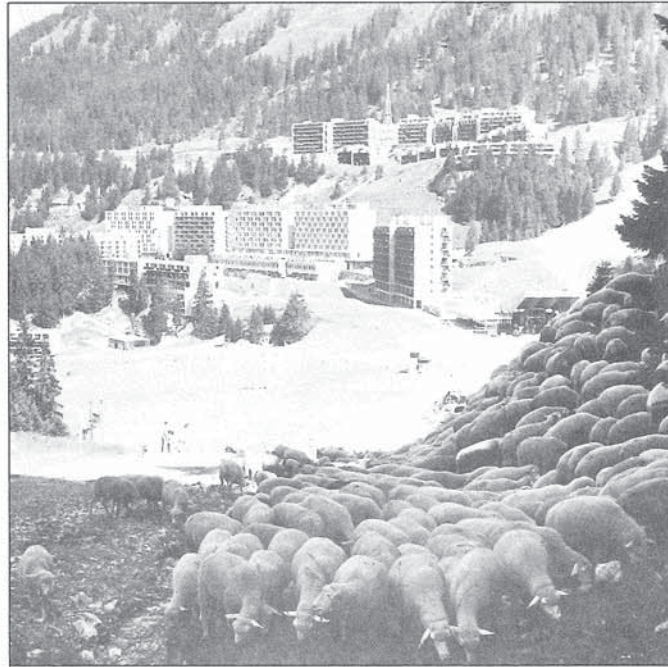
The identity of the resort's space, created and managed in the same spirit, has a discrete yet enduring effect on the resident. Upon his or her return "down the mountain" to the city and to work, exposure to the global masterpiece created by such a resort provides a unique source of inspiration.

The range of possibilities is indeed vast. The French resort of Flaine, briefly presented here, offers but one example of what can be achieved by taking into account the magnificent uniqueness of a mountain site.

## FLAINE

The resort of Flaine was launched at the outset of France's "Plan Neige", an ambiguous government plan designed to develop ski areas. Project development was controlled by an international team of architects, whose goal was to create a resort of impeccable quality.

The result is striking in its unity and in the exceptional continuity between the design concept of the resort and its subsequent management. Equally uncommon is



*FLAINE  
VUE D'ENSEMBLE,  
Photo Arnaud Legrain*

the fact that the resort integrates public facilities, ski lifts and lodging within a single architectural concept, by Breuer and Associates.

The resort of Flaine ushered in a number of successive innovations:

- \* The town planning scheme features careful separation of vehicle, pedestrian and skier circulation.
- \* Access to urban infrastructure is ensured by a tunnel, with permanent access to all networks.
- \* An inclined elevator provides a liaison between the two main levels of natural relief.
- \* Sports, commercial and cultural facilities are grouped around a central square.
- \* Ski trails arrivals and departures and access to the lifts are situated at the same level.
- \* The entire resort can receive an internal television channel and other services.
- \* Production of artificial snow.

The developer considered that this series of innovations required the same commitment in terms of the architecture. A novel architectural style therefore represented an indisputable challenge, give the generally conformist preferences of the public in terms of architecture [for Tyrolean-village clichés, in particular]. Nevertheless, the facile effects of wood in

mountains were avoided, and the developer opted for a long-term view, focusing on the comfort afforded in both the daily lives of residents and for those passing through the resort.

This approach was deemed necessary to users of the resort to gradually discover the often neglected role played by architecture in integrating technical and cultural evolutions. Indeed, architecture is central to expressing these evolutions through constructed forms.

The exceptional degree to which Flaine, architecture satisfies this cultural role is reflected in the inclusion of works by Dubuffet, Varsarely and soon, Picasso.

The proposal illustrated comes from an architecture competition in 1959/60 for the development of the high valley of Bellevalles - the 3rd one of the "three valleys complex" in Tarentaise - Savoie-France - where the Olympic games will take place in the winter of 1992.

Proposed by Mr. Durupt and Mr. Grillo, it foresees the building of an underground road which serves the different parts of the resort - each one of the parts being situated between the successive hair-pin bends of the access roads.



# ZESTFUL

## RAW MATERIAL IN KIRUNA

LARS ESSLING

**I**n Kiruna, the most northerly town of Sweden, situated 140 km north of the Arctic Circle, knowledge and understanding the potential prospects of the winter has resulted in a deliberate strategy to increase the attraction of winter, both to our inhabitants and to tourists visiting the city. We have gradually developed Kiruna into one of the leading winter cities in Scandinavia (Norway, Sweden and Finland).

It's well known that many of the classic winter sports represented in the Olympic Games have their origin in Scandinavia. In order to develop a region, the local opportunities and traditions should originate and be implemented first hand.

The existence of Kiruna is based on the raw material iron. The extensive mining enterprise is the base of our society and the mining company has continuously improved and developed the mining products in order to meet competition on the world market. Kiruna's northerly location has become a geographical advantage allowing reception and processing of remote sensing images from satellites. One of the corner-stones in the space business is research of the Aurora. That was the start to the national and international goodwill within the space business that Kiruna enjoys today. In Kiruna, the space industry is now growing with several different companies utilizing the commercial opportunities our geographical latitude offers. A third sector where Kiruna has comparative advantages is tourism.

There is a declared national interest in Sweden to make further investments in the Kiruna region. An extensive development of the tourist resorts has taken place throughout the nineteen-eighties and tourists come to Kiruna from all over Europe. Among other things, they enjoy the midnight sun in the summertime and the Aurora in the wintertime. It is possible to visit the largest underground mine in the world, the space centre of Sweden and Europe at the sounding rocket range, Esrange. Opportunities for insight into the culture of the Lapps are offered. The possibilities for hunting and fishing in some six thousand lakes and in the four large, still untouched rivers are also offered. The area has several large tourist hotels both for summer and winter tourism.

**Y**ou also have possibilities to experience the rivers and especially their rapids in safe rubber boats, to make trips to the mountains or to the forests with dog sledges during wintertime. The Kiruna region is also called the last wilderness of Europe.

After this short background description I move quickly to the other "raw material" which we, in Kiruna, are now trying to develop. That is the wintertime.

**The winter as a resource, as a positive asset, has not been seriously considered until the nineteen-eighties.**

**Today, there is a growing global consciousness emphasizing the winter season in different fields.**



Our fundamental conditions are extremely good. Thanks to circumstances, we have snow from the middle of October to the middle of May, more than six months, in which we have very good opportunities to practice winter activities. We have been concentrating our efforts during the last few years into all-the-year-round tourism, the natural components have been the snow, the cold, the "dark" season and the Aurora.

There are several companies which have succeeded in utilizing the opportunities the winter gives. "The winter resources" and the opportunities of Kiruna provide a basis for future strategy, for further development of our natural and comparative advantages we found the following competitive means and conditions.

**K**iruna is one of the places where snow is to be found, if anywhere in Sweden and Scandinavia, during the winter season. The winter conditions are guaranteed for at least seven months. The municipality has several mountain resorts where the snow season could be prolonged with another two months for both alpine skiing as well as for cross-country skiing on the glaciers. This means that we can offer skiing in midnight sun (the midnight sun is to be seen twenty-four hours a day from May 28 to July 17).

This has resulted in a huge development in construction of both electric lighted cross-country skiing tracks and slopes for alpine skiing in Kiruna. In the middle of October every year some ten cross-country skiing countries hold the first snow training camps of the season in Kiruna and the city is filled with skiers and their coaches. No other Swedish or Scandinavian place is able to compete with Kiruna regarding the early and the long winter. The alpine skiing slope has also been enlarged with several new pistes with improved lighting together with snow cannons which make it possible to start the season even earlier.

Kiruna has got a comparatively mild winter in spite of the fact that it is located so far north. The combination of the warm Gulf Stream along the Norwegian coast

and the altitude of Kiruna (more than 500 meters above sea level) results in a pleasant winter temperature even during the coldest winter months. The temperature can, at the same time, be fifteen degrees below zero Celsius in the city, which in fact is situated on a mountain, and thirty-five degrees below zero in the valleys, some ten kilometres outside the city. This means that the winter activities can take place outdoors in the city without any bothersome coldness while, at the same time, motor car companies performing cold tests on their vehicles will get wanted extreme temperatures.

Kiruna has annually a number of highly interesting winter events of national and international interest. We have the Kiruna Winter Games on skis in the beginning of April every year with the world elite participating. All the medallists from the Olympic Games and the World Championship are gathered for the competition and it will soon be held for the 80th time. The dog sledge sport has its centre in Kiruna, Sweden, concerning both Nomesledging (many dogs in front of a sledge with the driver standing on the sledge) and the Nordic style (one or just a few dogs in front of the sledge and a driver on skis). The longest race is over 200 km.

**S**candinavia's largest competition in ice-fishing, which has over 2000 participants every year, is held here. It is a competition with traditions and has been held for almost 30 years. The finals for Swedish championship in Snow scooter racing take place here. There are also slalom competitions, biathlon and an ice-hockey tradition that has many world stars, who have later played in the Swedish national team and in the North American National Hockey League (NHL). The most famous of them all is Borje Salming.

Furthermore Kiruna has produced dozens of Swedish national team players in ice-hockey, that can be seen as the national sport next to cross country skiing.

No other Swedish city has the same range and quality when events are concerned. Thanks to the clubs Kiruna has de-

veloped these winter events during a number of years. A couple of years ago Kiruna started a Snowfestival with Sweden's only Snowsculpture competition as the main event and with the winter theme and many sporting and cultural activities as complements.

**I**t is a homage to the winter, the snow, the cold and the Aurora. The Snowfestival and the competition have developed into a success and in the end of January 1991 the event took place for the sixth time. This is also a complement to our other winter activities. We were inspired by the Japanese cities, Sapporo and Takikawa.

**In Kiruna winter is a  
lifestyle...it is a cultural  
expression**

For the development of the Snowfestival, we have gradually worked according to a long-term plan to widen, strengthen and improve the event. Each year new steps, with more snowsculpture teams, a more international attachment and with more cultural and sporting events, are taken. The Snowfestival is now important for the whole region and also the national attention has been enormous. We have received much valuable help from Takikawa, which sent two eminent instructors to our competition last January, and we hope that this cooperation and exchange will continue.

A major part of the Swedish winter tourism is focused around mountain establishments with slalom and cross country skiing. The Scandinavian mountain chain ranges through Sweden and there is a half



a dozen areas, from the southern-most part of our country to Kiruna that have built mountain establishments for winter tourism. We have several establishments in the municipality which are among the foremost in the country with a stream of tourists for slalom and cross country skiing. Our municipality has the majority of the untouched mountain area in the country and also the most alpine area, with the highest mountain Kebnekaise (2117 m above sea level) a short distance from Kiruna. In Jukkasjarvi (17 km from Kiruna) a local folklore society has developed both summer and winter tourism since the beginning of the nineteen-eighties.

**T**he very popular white-water rafting in Sweden started in Jukkasjarvi. In combination with a cultural environment worth seeing and conference facilities etc. the white water rafting have become very popular. Jukkasjarvi now concentrates on year-round tourism. Jukkasjarvi is a well known concept far beyond the borders of the country, with dog-sledge tours, survival training, car tests, Lapp culture, Aurora, winter and darkness as important parts in their product development.

The original inhabitants, the Lapps, who today represent approximately 10 percent of the inhabitants of Kiruna have for the last few years contributed to the development of the winter resources, by starting their own winter tourism activities. In Kiruna the winter is a lifestyle. I would almost dare to say that it is a cultural expression. It is a deeply rooted tradition to be outdoors, to actively take part in the opportunities that the winter offers. For people in Kiruna, the winter, particularly February and the incomparably beautiful period until the month of May, means, innumerable possibilities to slalom, cross country ski, ice-fish in the thousands of lakes, dog sledging tours, to use the snow-scooter as an important means of transportation and the week-end cottages that are frequently used in winter.

The clubs with the already established winter events are looking forward to the

**Wintertime is the raw  
material we are trying  
to develop.**

from the World Championship in Lahti. Christer Majback is world relay champion.

I hope that my examples have given an image of Kiruna's opportunity to become a leading and lively winter city in Sweden and the Scandinavian countries. We continue to work steadily by strengthening, developing, improving and initiating new winter arrangements within the framework of Kiruna's winter profile.

A major part in the discussions about the winter city starts with the opportunities the people have to be active and enriched free time during the winter. That is the



future. In 1992, Kiruna will organize the Swedish championship in cross country skiing with the "worlds greatest national skiing team" to which Gunda Svan among others belongs. The publicity given to this event is gigantic in Sweden and together with ice-hockey, Swedes have cross country skiing very much at heart.

Kiruna has its own world champion

essence of our winter philosophy. To stimulate and activate our inhabitants to cross country skiing, slalom, ice-fishing, to enjoy outdoor life during the winter at the same time as high class winter events with a comprehensive content give a zest and a vitamin injection to our own inhabitants as well as to our visitors. Wintertime is the raw material we are trying to develop.



# RECREATION, TOURISM, AND QUALITY OF LIFE IN SMALL WINTER CITIES

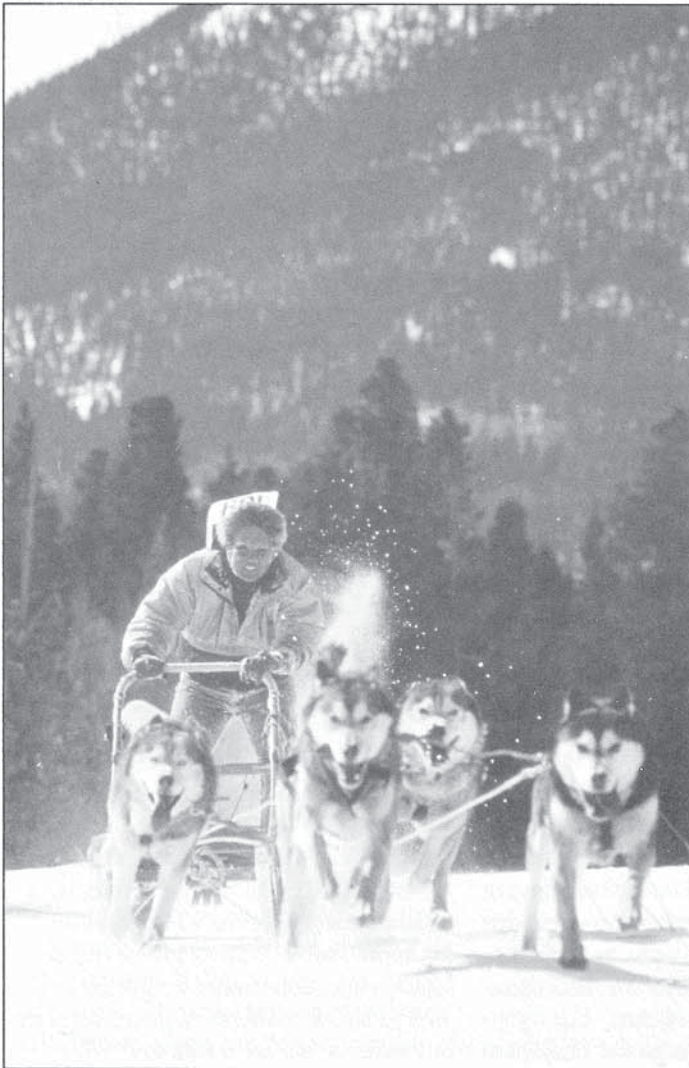
## FIVE KEYS TO SUCCESS:

SARAH L. RICHARDSON  
AND

PATRICK T. LONG

**M**any of North America's smaller towns and cities are undergoing change. Declines in resource-based industries, such as agriculture and energy, are prompting residents of many smaller communities to consider new economic alternatives. Tourism is one alternative that is attracting attention because it promises to offer both economic and social benefits. Widely acknowledged economic benefits include increased jobs, direct income, and taxes; social benefits include enhanced civic pride and improvements to community amenities such as open space, leisure facilities, and recreation services. The improvement of community amenities has two important implications. First, research has suggested that leisure amenities are a key factor in shaping local residents' satisfaction with quality of life in their community. Second, leisure amenities contribute to the tourism attractiveness of the community. Hence, the development of a "community leisure system" is a foundation of both local quality of life and tourism viability.

### LEADERSHIP



Photos credit: Bob Winsett, Town of Frisco

### COMMUNITY SUPPORT







REGIONAL COOPERATION

A community leisure system is comprised of leisure services, facilities, and other amenities that are meaningful to both local residents and visitors alike. Research and community development experiences in a variety of North American winter cities suggests that there are at least five key ingredients that are applicable to all communities; leadership, community support, regional cooperation, marketing niche and marketing orientation. When considering the relationship of leisure to both tourism and recreation, the need for strong leadership becomes especially clear. Since tourism is typically regarded as a non-profit, public sector activity, the development of a community leisure system requires strong intra-sector activity, cooperation and vision. Private sector representatives may find they must shift from a profit orientation to recognize important public sector concerns, while public sector representatives will undoubtedly need to adopt an entrepreneurial spirit. Innovative partner-



MARKETING NICHE

*Photos: Bob Winsett, Town of Frisco*

ships and initiatives that emerge to reflect intra-sector cooperation are a foundation of recreation and tourism development.

While tourists are temporary members of a community, local residents are there to stay. Thus, their needs and wants should serve as a starting point for the planning and implementation of leisure offerings. If the leisure needs of visitors assume precedence over those of local residents, local support of tourism may erode. An outcome of this situation may be decreased tourism activity, and a decrease in the tax base on which tourism amenities often depend. The provision of leisure offerings that are first and foremost meaningful to local residents can be effective in securing community support for more tourism. And this support is essential to a healthy, sustainable tourism industry.

Regional cooperation is essential to any small winter city that is attempting to increase its tourism base and community quality of life. By "teaming up" with other

communities in the vicinity, smaller communities can augment their leisure offerings and stretch their development dollars. The towns of Frisco and Granby, Colorado both have aggressive regional cooperation programs that help to increase tourism and local leisure opportunities. These programs include the planning and management of regional trails and open spaces, cooperative advertising, cooperative scheduling and organization of special events to reduce seasonality and increase festivities, and cooperative future planning. Since winter cities don't have winter all year round, regional cooperation may be especially important in strengthening off-season and shoulder-season leisure offerings.

The "flip side" to regional cooperation is that every winter city must maintain a distinct market niche. This niche is what distinguishes it as a unique place to live or visit. Steamboat Springs, Colorado is an example of a community with a unique market niche. Widely known for its au-





### MARKETING ORIENTATION

*Photos credit: Bob Winsett, Town of Frisco*

thentic western ambience, Steamboat Springs has developed a variety of special events and other community celebrations around this theme. Besides the theme's obvious positioning appeal for tourism promotions, it also defines Steamboat Springs as a unique community in which to live and work, thus contributing to local identity and pride.

Marketing is more than just promotions. It is an orientation that puts customers or constituents first. Adopting a marketing orientation means seeing a "product" as if through the eyes of these populations and then planning, developing and managing the "product" to meet their needs and wants. The foundations of marketing are market segmentation and research. Market segmentation allows communities to identify those primary tourism groups and local constituencies to which community leisure offerings should be directed. Since no one community can be all things to all people, this ensures that resources are utilized in the most effective and efficient manner. A systematic program of market research ensures that community leaders are continually assessing the "pulse" of these important populations. Together,

market segmentation and research ensure that communities are proactive in addressing community leisure development needs.

This article highlights five ingredients for successful community leisure systems. By enhancing leisure opportunities within a community, this system integrates recreation and tourism initiatives for the overall improvement of community quality of life. The initiatives of three Colorado communities, Frisco, Granby, and Steamboat Springs are briefly described to illustrate ways that various communities have sought to maximize both the economic and social benefits of recreation and tourism. The International Winter Cities Organization includes in its definition of winter cities the need for citizens to be creative about winter. Development of community leisure systems that expand traditional roles of recreation and tourism to simultaneously meet the needs of local residents and visitors alike represents just this kind of creativity.

For further information on community leisure systems, readers are referred to a more extended article by the same authors entitled "Integrating Recreation and Tour-

ism in Small Winter Cities", that appeared in the October 1989 issue of the *Journal of Physical Education, Recreation and Dance*—Leisure Today.

### FRISCO, COLORADO

FRISCO, COLORADO (ELEVATION, 9,200 FEET; POPULATION, 1,500 YEAR-ROUND, 27,000 PEAK SEASON), LOCATED 15 MINUTES FROM FOUR MAJOR SKI AREAS AND AN HOUR AND A HALF FROM THE DENVER METROPOLITAN AREA, is economically dependent upon the winter visitor market and second home residents.

In an effort to better meet the needs of local and visitor populations, the Town of Frisco recently hired its first full-time Chief of Marketing and Recreation Services. This individual is charged with developing a public recreation system that meets local needs and attracts and maintains visitor interest.

Given that tourism in Frisco is winter-based, the marketing/recreation specialist is also responsible for extending the tourist season into the summer months. This is accomplished through a regional coopera-



tive marketing effort that focuses on special events and multi-use of both public and private facilities and sites. For example, public spaces, such as the Frisco town hall meeting rooms, are available for small conference meetings. The availability of this meeting space and the availability of lodging makes Frisco attractive for business meetings and retreats during the summer season. Consistent with Frisco's image as an outdoor recreation destination and consistent with local interests, many of its special events are sports and fitness oriented. The community also maintains a summer activities program and recently developed a Nordic ski center that is promoted locally and to visitor markets.

## GRANBY, COLORADO

GRANBY, COLORADO (ELEVATION, 7,900 FEET; POPULATION, 1,300 YEAR-ROUND, 5,000 PEAK SEASON), HAS A DIVERSIFIED ECONOMY THAT IS PRIMARILY TOURISM-BASED. Located within Grand County which is home to a major ski resort (Winter Park) and a summer resort (Grand Lake), Granby demonstrates strong commitment to community-based recreation and tourism opportunities.

In 1985, the community hired a full-time recreation director to plan and implement community special events and man-

age the community's recreation services and facilities. This position was originally funded jointly by the Chamber of Commerce and town government. Today the position is funded solely by the town of Granby and includes management of a community park system.

Granby's recreation program features a cooperative agreement with the local school system for year-round use of facilities. The community actively participates in county-wide efforts to develop amenities that contribute to year-round recreation and tourism. An example of this is a comprehensive trail system for bicycling, skiing and equestrian use that links five Granby County communities. This effort was initiated by the Grant County Marketing and Economic Development Association, a non-profit multi-sector organization. Granby also participates in the "Highway 40 Coalition", an organization of towns and private entities that promotes travel along secondary Highway 40 as an alternative to interstate travel.

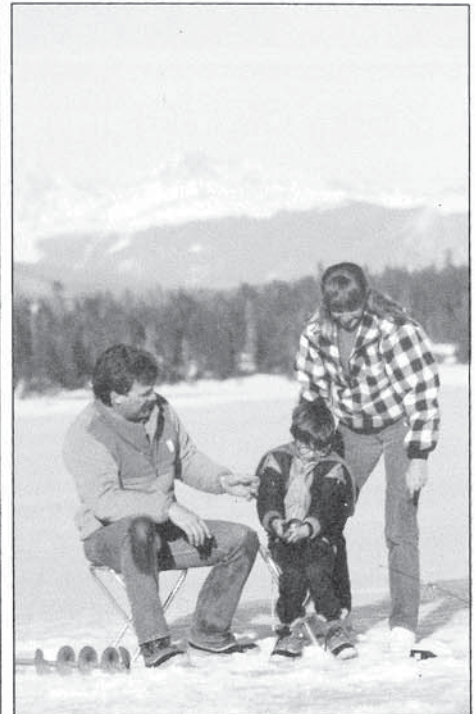
## STEAMBOAT SPRINGS, COLORADO

STEAMBOAT SPRINGS, COLORADO (ELEVATION, 7,600 FEET; POPULATION, 6,300 YEAR-ROUND, 30,000 PEAK SEASON) WAS ONCE DEPENDENT ON FARMING, RANCHING, AND MINING, but continues to develop its reputation

as a major ski resort. A recent recipient of a state grant to further its international marketing, Steamboat now offers year-round events to attract and maintain visitor interest. Automobile and motorcycle events, bicycling, hot air ballooning, cross-country skiing, and the presence of one of the region's few remaining ski jumps all contribute to a balance of seasonal activities.

To secure a unique market niche, Steamboat Springs maintains and promotes its image as an authentic western town. Numerous entities have joined in partnership to promote Steamboat's recreation and tourism initiatives. During 1988, the town board authorized expenditures of up to \$400,000 for marketing the community's summer attractions. Additionally, the town of Steamboat Springs, Anheuser-Busch, the Chamber of Commerce Economic Development Committee, the U.S. West Foundation, Steamboat Ski Corporation, the Parks and Recreation Department, and the State of Colorado's Department of Local Affairs have all combined resources to address economic growth through recreation and tourism. This example of cooperation has attracted the interest of the U.S. Travel and Tourism Administration to consider a grant to further their model.

*Photos credit: Bob Winsett, Town of Frisco*





# What Colour is your Winter City?

NAOKATSU KUMAGAI



Glen Radway and Kevin Eby introduced my idea, "eco-color", and made appropriate comments on its basic concept in their article, "COLOUR IT LOCAL" in "Winter Cities" magazine (Volume 8, No. 2). It was quite significant as they pointed out that the "eco-color" has an idea effective for the scenery of "winter cities" and it created more interest in "eco-color" at the same time. They suggested, "Develop an eco-color chart based on naturally occurring colors specific to the region." Their comments were remarkable as they shed light on the fact that "eco-color" can be a basic element in a region's identity.

Helping to Create More Pleasant Scenery in "Winter Cities"

- Its double effects -

**Tourism:** To represent the local identity with the natural colors of the city.

**Recreation:** To design the city with colours collected with the help of the citizens.





With these premises, I would like to point out that my idea "eco-color" has at least two effects.

The local identity of a city, essential to the city's tourism, can be represented by making a color scheme of the city, especially with the bright, warm and beautiful colors specific to a "winter city."

An "eco-color" chart developed from the city's natural environment (mainly vegetation) can be collected with the help of the citizens, providing recreation close to nature for them through collecting the color sample.

My idea, "eco-color" originally evolved as a color system which adds a bright, warm and colorful atmosphere to the dusky scenery of "winter cities". I made the system while observing the ecological relationship between people and environment. I found that the natural colors in a "winter city" represent the beauty of the city itself, and have a great effect on its scenic identity. Especially where tourism is concerned, the color scheme of the city and the bright and warm impression it adds to winter scenery creates a kind of spiritual hospitality and enjoyment for tourists.

Lighting design is also important. If every winter city had the same greyish tone, there would be no point in visiting another city just to see the same scenery. Pleasant colors specific to the city, in harmony with nature, are essential.

"Eco-color" samples are collected from the beautiful colors of the city's natural environment. Though the citizens see those hues in their everyday life, they tend to think that the changing tints of leaves in each season are fundamentally different from the colors of buildings. However, building walls painted with carefully arranged colors based on the beautiful leaves provide an atmosphere both in harmony with nature and also specific to the city. Collecting "eco-colors" and taking part in developing the city's color scheme along with specialists or citizens' groups can be an enjoyable experience for citizens, a recreational activity as enjoyable as a picnic. All they need are watercolor paints, paper and the ability to observe the beauty of nature.

Here I would like to introduce an article I wrote for the culture column of the Hokkaido Shimibun Press in conjunction with the publication of "Sapporo Eco-Color", a book which I edited a few years ago. It points out that "eco-colors" were collected not only by young students but also by children and mothers as recreation.

Leonardo da Vinci said, "The color of snow is blue." He recorded his impressions and surprise whenever he made a close observation of nature. When I looked at the surface of snow in bright sunshine, it looked pure white. However, where the light is uneven, or in the shade, it looked pale blue just as he said. In the snow on high mountains or in the Arctic, the shade of blue was darker; there could even be a tinge of purple. Then I realized that the color of snow is not simply white.

Impressed by his Renaissance genius, I decided to become a "Renaissance man" myself and observe the marvellous colors of nature. Since then, I have been deeply attracted for more than fifteen years not only by the tints of snow, but also the colors of the sky, trees, plants, fruit, etc. During that time, my students and I have observed closely the natural colors on the campus or in the

botanical garden, and discussed them in my laboratory.

When we found a beautiful color, even a small sample, we recorded it using the Munsell scale, reproduced it with poster color, painted it on a piece of Kent paper, and filed it in the research paper. This procedure was also done in some classes in the Department of Architecture, Hokkaido Institute of Technology. I told the students that it wasn't so-called mechanical and scientific documentation or reproduction; they had to make the observation with their own eyes on the spot.

It was quite an experience for me as the students showed a lot of interest in my idea of thinking themselves as "Renaissance men" or even Leonardo da Vinci when they did the work. As we collected the color samples from trunks, branches, leaves, flowers, fruit, we also noted ecological matters such as the ecoclimate zone and its vegetation, changes in different seasons, the front and back of each part of the plant, the growing conditions and the state of dead plants. We enlisted the help of plant ecologists.

The cooperation of city mothers in collecting the natural color samples was significant and made the color chart a treasure filled with warm-heartedness of Sapporo's citizens. I also took the opportunity to ask the city's junior high school students to visualize the color of lawn, reproduce it with watercolors and paint it on drawing paper. Then I let them compare it to the real color of lawn and asked them to write a short comment about it. The surprising look on their faces when they saw the difference was quite amazing.

Before long, the collection of natural colors around us reached almost 2,000 cards. The colors specific to Sapporo are quite obvious after looking at the cards again. Though there are many color charts and materials of traditional colors called the "Colors of Japan", they are not the colors of Sapporo. I noticed that many traditional colors are related to Kyoto and Nara, and that modern, artificial colors are mass-produced in Kanto (Tokyo and its surrounding area) and Kansai (Kyoko, Osaka and their surrounding area). In daily life on the streets of Sapporo, the colors of the mainland, colors seen anywhere in Japan, are still quite common.

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### I was beginning to find clues to the meaning of those colors in forming the identity of Sapporo.

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The colors seen in structures and art before modern times were made from minerals, plants, and animals; they were real natural colors. It is interesting that, dull or vivid, they reflect the ecological mechanisms of nature. I considered them to be ecological colors and hence coined the term "eco-color". That is, a color reproduced from the color of leaves or flowers belongs to natural and ecological colors.

I classified some of the color samples I had developed by carefully observing natural colors, just as Leonardo da Vinci did, into four seasons and put them together with some photographs in our city's beautiful "picture book of colors", entitled "Sapporo Eco-Color", available through the Winter Cities Association.



# ARE YOU IN THE RIGHT BUSINESS?



Illustration : Reklame Plan A/E, Tromsø Norway





# WCA UPDATE

WINTER CITIES ASSOCIATION NEWSLETTER

ISSUE NUMBER 3 • MAY 1991

**F**orum '91 held in Sault Ste. Marie in January was an outstanding success on all levels. The quality of the presentations was outstanding and the exhibitions were enticing.

The delegates represented many northern countries including Russia which made a proposal to hold Forum '95 in Bratsk. The proposal was accepted immediately following the selection of Yellowknife as the host city for Forum '93.

Mayor Pat McMahon, also a WCA board member,

*At Forum '91 in Sault Ste. Marie, delegates from Bratsk, Russia chat with WCA president Harold Hanen. Bratsk was the successful contender for Forum '95. Update your visa and join us there.*



will have a busy time over the next two years since she will head up the conference committee for Forum '93 and she was appointed chair of the newly formed Mayors and Chiefs Network.

Though our association is called Winter CITIES, we feel our strength is our membership from communities of all sizes in the winter zone. Many small towns and cities belong to WCA and in some communities the elected officials are chiefs or a council of elders. We wanted to recognize their wisdom and to allow a network that would bind the communities together, regardless of their size, in solving mutual problems.

It is our hope that larger communities will offer assistance of experts and expertise to the smaller communities. In some instances, studies may be required that will be relevant only to isolated areas for example. In which case, perhaps several communities could pool their financial resources to hire a consultant to develop a solution.

Studies that have been commissioned in one settlement might be useful to another, thousands of miles away. We hope that our new section Municipal Memo will provide information of this sort.

We will distribute information through our office when it is provided by members of the Mayors and Chiefs Networks or when requested by any member of WCA.

At the time of writing, we are preparing for our AGM to be held in Calgary on May 18, 1991. Our nominating committee is looking for candidates for our board of directors. We have always been able to find members to stand but we desperately need fund raisers to beat the bushes for funding in this time of recession. We are also in need of a board member to become president and to lead the association through the next growth spurt.

We will also require committee members to fulfill the various functions of the committees chaired by board members. We welcome with particular enthusiasm volunteers for the committees but will also entertain names of others who might serve.

I look forward to the AGM and reporting on it to you in the next issue.

Please remember that we welcome your submissions for any of our four issues per year.

Harold Hanen, President WCA



## WCA WELCOMES

# FIRST U.S.S.R. MEMBER!

**THE WINTER CITIES ASSOCIATION is pleased to welcome its first member from U.S.S.R. The Kola Scientific Centre, and PRESIDENT MR. VLADIMIR T. KALINNIKOV.**

Located in the city of Apatity, in the Murmansk Region, researchers from this Centre, the most northern branch of the U.S.S.R. Academy of Sciences, have contributed greatly to the development of the Kola Peninsula, claimed to be the most populated Arctic Region.

At present the Centre is represented by ten research institutions, survey stations and observatories throughout the Kola Peninsula. The Geological Institute carries out integrated geological, geophysical and geochemical examination of the north-eastern Baltic Shield. Complex problems associated with the mining industry are addressed by the Mining Institute and a new process of leather titanium tanning created by the Institute of Chemistry and Technology of Rare Elements and Mineral Raw Materials is widely applied both in the U.S.S.R. and abroad.

The academic Polar Geophysical Institute houses the Word Data Centre for Auroras, the Murmansk Marine Biological Institute has conducted a joint Soviet-American scientific project on pollutants-pesticides action on sea organisms while the Polar Alpine Botanical Garden Institute, considered to be the most northern garden in the world, continues to experiment in the introduction of plants from different climatic zones and continents.

The Institute of Economic Research solves the problems of development and distribution of production, economics of raw material and social development of the region while mem-

bers of the recently organized Institute of Industrial Ecology Problems have joined Scandinavian scientists in addressing the ecological problems of the European Subarctic.

Founded in 1989 the Institute of Informatics and Mathematical Modelling of Technological Process provides central computer services to the Centre and training for computer users. The energy of wind and tides as alternative power sources is studied by the Institute of Physical-Technical Problems along with problems of electric power station construction.

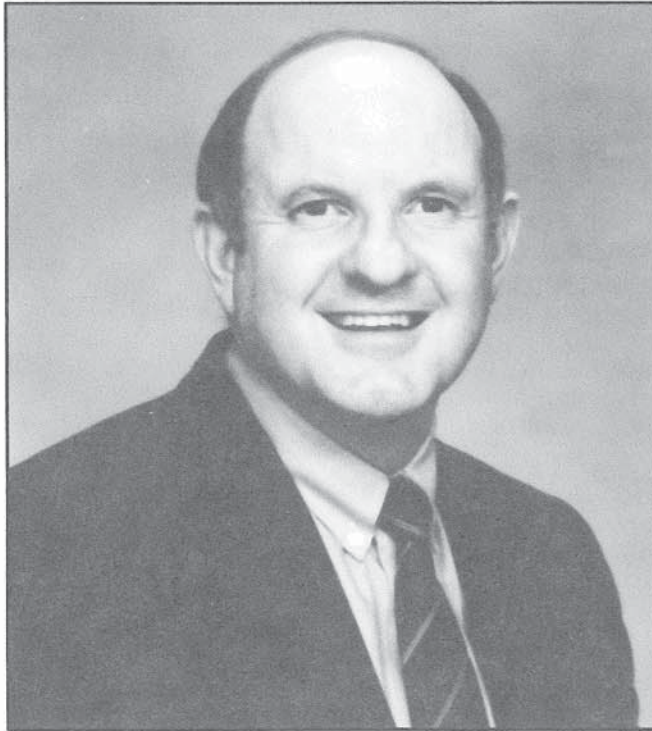
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***THE KOLA SCIENTIFIC CENTRE...welcome to our rapidly expanding international network of scientific institutions. President Vladimir Kalinnikov (centre of photo) demonstrating to President Mikhail Gorbachev processes developed at Kola Scientific Centre aimed at the ecologically balanced development of the European North industry.***





# WINTER CITIES: RECREATION AND THE WRITTEN WORD



Dr. Larry L. Neal

**Editor's Note:** Dr. Neal has generously provided WCA with more than three pages of references on the topic of leisure in winter cities. Unfortunately we did not have the space to publish the full reference list. We are publishing his introduction and invite you to write for copies of his valuable contemporary compilation of references. Details for ordering are contained in our list of publications at the back of the magazine.

It is one of those paradoxes — the twist of both fate and circumstance, but fully explainable. Most everybody's doing something about recreation/leisure in small winter cities but few if any are writing about it. The inverse of the oft expressed admonition about the weather "Everyone's talking about it but few are doing anything..." Isn't it doubly strange and perplexing that both these observations of human behavior relate to weather; put another way — whether weather matters.

While limited in intensity, the following listing is a contemporary compilation of references; resources related to the topic of leisure in winter cities. Many are aware of the documented source made available at the 1990 Tromso Winter Cities conference, entitled "Livable Winter Cities - Leisure Attitudes and Activities" in *Leisure Today*, a biannual editorial supplement of the *Journal of Physical Education and Recreation*, of the American Alliance for Health, Physical Education, Recreation and Dance. This source includes the following authors and titles and covers diverse readership interests and applications from city/community administrators, teachers, community development specialists, federal/provincial personnel and, of course, those directly committed to the provision of quality leisure, parks and cultural programs and facilities — in and during severe winter.

I've attempted to give a representative listing of the latest in the limited print materials related to parks, recreation, leisure and cultural services. This is not meant to be exhaustive, yet it is purported to be representative. This is due to the fact that in preparation for the *Leisure Today* special issue, an international call for both manuscripts and referenced resources was made. Considerable response allowed for the publishing of the document and this compilation of interesting and worthwhile references, provided for reader follow-up.



# COLD WEATHER CONFERENCES:

## FORUM '91 PROCEEDINGS

WCA will be printing and mailing out the proceedings from the Forum '91 sustainable development conference to the delegates. Copies will also be sent on request to other members who want specific topics or speakers.

Write to WCA 1933 - 5th St.  
SW, Calgary, AB T2S 2B2.  
Members News!

## ASC '91

(Antarctic Science Conference)  
With Parallel SCALOP Technology  
Exposition  
Bremen, Germany  
Sept. 23-27/91

## Polartech '92

(International Conference on Polar  
Region Technology)  
Montreal, Quebec  
Jan. 21-25/92

## SAR '92

(International Conference on Arctic  
Research)  
Argentina  
June or Sept. '92

Winter Cities Forum '93  
Yellowknife, NWT

Winter Cities Forum '95  
Bratsk, Russia

## ISCORD '91

The third International Symposium on Cold region Development (ISCORD '91) will be held from June 16-21, 1991 at the Edmonton Convention Centre, Edmonton, Alberta, Canada.

The Conference theme is "Growing, Building, Moving - Scientific and Engineering Advances in Cold Climates," and its goal is to promote the exchange of information and experience concerning economic and technical progress, and to continue friendships and collaboration related to cold region developments. For more information please contact:

ISCORD '91  
P.O. Box 8330  
Postal Station F  
Edmonton, Alberta  
Canada T6H 5X2

**The Conference on Energy and Environment ... The Next Generation** 17th Annual Conference on the Solar Energy Society of Canada  
June 24-26, 1991 Toronto

**1st Circumpolar Agricultural Conference** - Opportunities to Diversity to Meet global Change  
September 1992  
Whitehorse, Yukon  
Canada

The growing number of conferences of interest to winter cities enthusiasts is encouraging. We would like to receive follow-up information as well as announcements of these conferences. Please keep us informed so we can keep your conferences before our readers.

Have you attended a recent conference that you would like to report on in these pages?

Submit your report to The Editor, Winter Cities, 1933-5th Street SW, Calgary, Alberta T2S 2B2. Fax [403]245-9701 or phone [403] 229-0696. We would like to include pictures from the conference and a black and white photo and brief bio of the author as well.

Authors guidelines are available on request from the above.

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**T**he effect of the Gulf Stream makes it possible for the people of Norway to experience four seasons. Mild winters along the coastline with icefree harbours all year. Green summers with temperatures above +20C and children swimming in the Arctic Ocean at 70 degrees North. The temperatures may however creep below -30C in the inland regions and snow may cover the ground for five months. If there is a common denominator for the Norwegian climate, it must be the continuously changing weather. The only thing you can guarantee about the weather in Norway, is that it is likely to change soon. The result is that we often may have 6 or 7 seasons while we stubbornly classify them as four. The Lapps even speak of 8 seasons. Norway really is a country of multi-season cities.

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## Adapting to be a multi-season city is first of all a question of mentality, not technology.

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How does a Norwegian city adapt to a concept of being a multi-season city? First of all, it is important to realize that no city in Norway has more than half a million inhabitants, so the majority can be called small northern communities.

Basically, all Norwegian cities have adapted fairly well to the four seasons physically, as they are functioning well all year round. There are very few occasions when traffic is blocked or the electricity supply is out due to snow or stormy weather. Life and work will normally run without any negative effects caused by weather conditions. The ability to cope with such problems may be reduced where you have several millions of people concentrated within a limited area.

Spring, however, is the season Norwegian cities tend to forget when it comes to adaptation. Spring is "an in-between season". The further north you come, the shorter it is, so why bother? The result is that the remains of last year's Christmas tree are lying around in private gardens while plastic bags and litter fill up streets

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## Maybe your assets are found in a multi-season concept.

---

and parks together with dirty and ugly snow or ice. This is, of course, not necessary, so what we need is a change in attitude. Let's celebrate spring as a season in its own right, not only as a prelude to summer.

Adapting to be a multi-season city is first of all a question of mentality, not technology. In a survey before Winter Cities 1988 more than 400 cities said they were having problems coping with winter, but only a few of them regarded their city as a winter city. They were all defining themselves as being in the summer business, probably without being aware of other possible choices. What business is your city in? What are your strong and weak sides? Who and where are your strongest competitors? Maybe your city is taking part in the wrong competition. Maybe your assets are found in a multi-season concept.

If you are stuck in the summer business, you will go on competing with other

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## The Lapps even speak of 8 seasons

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cities which have longer, nicer, more stable and exotic summers than you can ever dream of having. The best business for northern cities must be to get into good business by expansion beyond the summer business.

Tone down "The Land of the Midnight Sun" and celebrate the two months' period when the absence of the sun is total north of the Arctic Circle. Keep the northern lights - the Aurora Borealis - high up like an Olympic torch in your marketing.

Small is beautiful. Chairman of the International Winter Cities Committee Board, Arni Fullerton, said to the audience at the opening of Winter Cities 1990: "Tromsø has shown that small is beautiful". I would add "-and multi-season cities are wonderful."

The main asset of the multi-season city is its variety. The variety of light, colours, and changing nature in itself, results in cities where human activities also change with the seasons. This makes our cities worth-while visiting on business or vacation all the year round, while today we tell our visitors to come in summer. Listen to your winter visitors, autumn visitors, spring visitors. What do they find interesting, charming and special about your city? Invite a Japanese TV company to visit your city in December. Experience your city through their eyes and you will be surprised.

Multi-season cities should look at their position in the world's marketplace and redefine their marketing strategies. The multi-season concept might open new doors with vast potentials in many fields. But what about the losers, the poor cities with only one lousy season called summer? Invite them to your city to enjoy and experience what a "small, beautiful - and wonderful" multi-season city can offer.

SVEIN KRISTIANSEN



*DOGSLED*  
**SAFARI IN**  


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**GREENLAND**

*THE ULTIMATE  
 WINTER EXPERIENCE*

The Greenlanders never really thought of launching Greenland as a tourist destination. It came naturally. In the wake of developing air services this beautiful country caught the eye of an ever increasing number of travellers, and after a few intermediate landings in Kangerlussuaq these people came back to stay awhile. Friends and relatives came to visit expert workers employed in Greenland, and little by little the word went round that Greenland was very special - stunningly rich in wide open spaces of great scenic beauty and inhabited by kind, hospitable people. This development started a mere 15 years ago.

It was only natural that summer tourism took off first. It could start right away, seeing that all Greenland towns offered acceptable accommodation, the travel was at its best at this

and this was the season for outdoor activities such as hiking, fishing, hunting, etc.

However, much has changed since then. The infrastructure has improved considerably, and Greenland's inherent attractions have grown more accessible. Many people feel the call of the Great Outdoors. Youthful dreams revive when faced with the prospect of realization. And this was exactly what happened.

Members of European expeditions who had crossed the ice cap in the summer or challenged the fiercest mountain peaks, returned in winter-time to go mushing.

Ten to 15 years ago winter traffic caused great hardships, and so, many distances in North Greenland were covered by dogsled. In certain areas, politicians and public servants had to

A new tourist  
 activity ranging  
 from comfortable  
 day trips to  
 challenging arctic  
 expeditions.

time of the year, make their official journeys by dogteam, and for many



years dogsleds have been in general use as a traditional means of transportation. Expert at conveying people and equipment to out-lying settlements, North Greenland hunters also managed to escort the public servants to their destinations, and though many of these passengers were definitely not at the top of their form, they arrived safe and sound and in good spirits. Today many visitors want to treat themselves to the adventure of traditional Northern travelling.

At the outset German and French groups organized their own tours in collaboration with local contacts, but a growing demand gave rise to organized dogsled tourism, recently developing into a major attraction.

Hon. Kaj Egede, Minister of Industries, explains that over the long-term, the government wants to encourage the special tourist forms springing from Greenland's nature. "Travellers abroad are displaying an ever increasing desire to go to Greenland in order to explore life in these parts and share some of the exciting things we have to offer. We want to comply and we want to see to it that our visitors make the most of their stay with us."

## **NORTH GREENLAND**

You will often come across such names as North Greenland and South Greenland. Today this distinction is not essential, as the various parts of the country are no longer very different in terms of culture, traffic, or industry. But the old designations are still current because North Greenland is home to the dog teams. From Kangerlussuaq and southward, there are no dogsleds.

Even though organized dogsled tourism has only been operating for a couple of years, the range of choice is wide. On the large North Atlantic Travel Mart held in Nuuk last autumn, travel agencies, hotels, and tourist offices from several towns introduced an extensive program of dogsled trips, ranging from enjoyable day trips of combined skiing and mushing to ambitious expeditions covering long distances and lasting for months.

All towns from Sisimiut and northward can offer some kind of mushing. Most of them can comply with individual requirements, while others have arranged trips with a view to special experiences.

Dogsled tourism is mainly concentrated in the towns located in the Sisimiut-Uummannaq area, but also remote places like Upernavik and Thule in the far North - can offer mushing facilities in their districts. About the turn of the century Thule hunters escorted the great arctic expeditions towards their goals, and without such expert sled drivers none of these achievements would have been feasible.

The Seamen's Mission in Sisimiut and the Musers' Association have arranged an extensive programme, ranging from

easy little outings to 8-day "dogsled safaris" from Sisimiut to Aasiaat or the opposite way.

Hans Gronkjaer, manager of the Seamen's Mission, explains that dogsled travellers must be reasonably fit, as it is sometimes necessary to get off the sledge and run for a while to keep warm. "Mushing is not a particularly comfortable way to travel, but utterly fantastic", says Hans Gronkjaer.

In Ilulissat, the hub of the Disco Bay, the hunters have made dogsled tourism possible. By means of a well organized Musers' Association they have secured a stable, expert staff and good outfits whenever needed.

"With this background we can offer dogsled trips at very short notice," says Ole Sundberg of Greenland Travel, Ilulissat Branch Office. "Tourists can walk right in and book a sled trip lasting for one or several days, and we can fix the time and place of departure right away," Ole Sundberg adds.

In Ilulissat expeditions can also be arranged. "However, this depends on what is understood by expeditions", Ole Sundberg says. "We can handle long dogsled trips, and in principle we can offer journeys covering very long distances - even as far as Thule - and then the journey will fall within the scope of a genuine expedition".

Hotel owner Soren Rom Poulsen of Qassigiannuit, another representative of Disco Bay tourism, explains that his town is organizing a tourist exchange with other towns. "With a total of 1800 inhabitants and an equal number of dogs our town is readily surveyed, and it may be a good idea to go on by dogsled to another town and from there maybe even further. In return, we receive travellers from other towns. In this way we increase the range of activities on offer, and several towns can profit from this new industry.

Traditionally, skiing is a must when you contemplate winter tourism, and with all our winter and snow the idea of Greenland as a skier's paradise immediately suggests itself. However, this is still a thing of the future. Greenland's small urban societies have not had the necessary funds to build up international ski resorts, and moreover Greenland is yet to be discovered by the international skiing world.

However, Greenland is peerless when it comes to summer skiing, and at present two ski resorts are being developed - one is located near Maniitsoq on an elevated massif, and the other one in the neighbourhood of Nuuk. Both places offer excellent conditions for both Nordic and Alpine combined. These ski resorts will acquire great importance for professionals and Olympic athletes from all parts of the world where there is no summer snow, and training opportunities are scanty. But now we are getting into summer tourism, which is quite a different matter...

Dogsled tourism is carried on from January/February until May, depending on how far North you go.



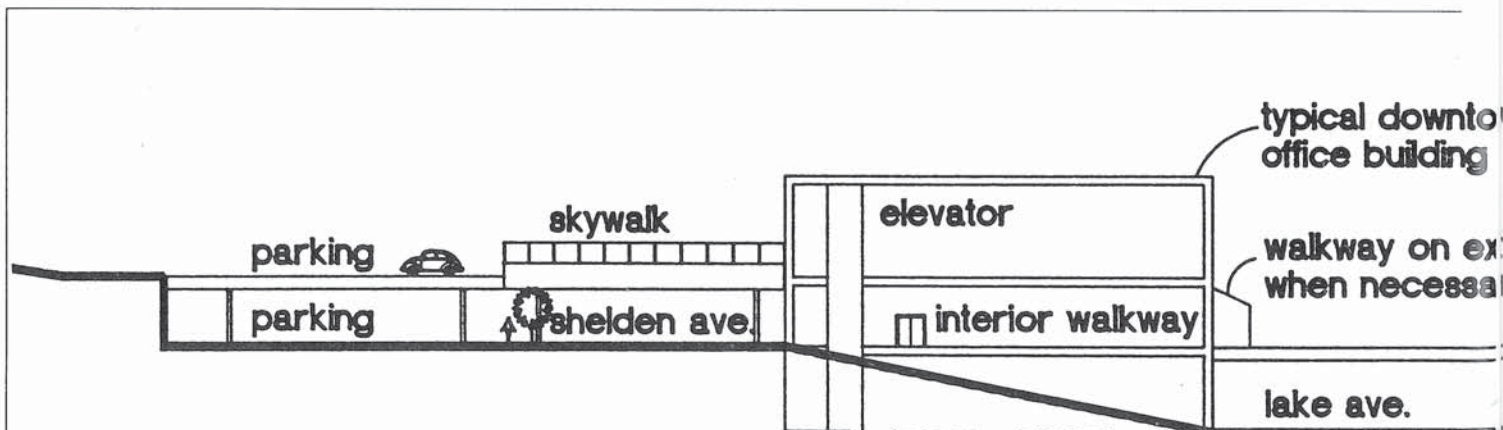
# UNIQUE SOLUTIONS FOR A UNIQUE COMMUNITY

PATRICK COLEMAN



**T**hroughout the winter city zone, rural, isolated communities have developed in response to natural-based economics. Many of these communities struggle to find revitalization solutions when these economies stagnate and decline. By building upon community and natural assets, the City of Houghton, Michigan has created a unique environment for tourism, improved the quality of life, and attracted new residents and businesses.

The City of Houghton, population 7,500 is located in Michigan's western Upper Peninsula. Houghton is situated on the Keweenaw Peninsula, a finger of land extending into Lake Superior.



**Houghton Shelden Center  
cross-section of elements**



As a result of micro-climatic conditions created by Lake Superior, Houghton (rhymes with snow-ton) receives an average of 250 inches (635 cm) of snowfall and experiences moderated winter temperatures.

The City of Houghton was developed as a result of intense copper mining activity in the mid 1800's and served as a shipping port, business and cultural center for the rich mining district. Low copper prices and the costs of operating deep underground mines forced the decline, and eventually, the other businesses left the community. Houghton County experienced a 51% decrease in population between 1920 and 1970.

After this economic catastrophe, the City of Houghton was left with several valuable assets: Michigan Technological University (MTU); a unique urban fabric of waterfront, historic buildings, and steep hillsides; and the scenic and historic environment of Keweenaw Peninsula. These opportunities provided the building blocks for the City's successful economic revitalization program.

In 1979, Houghton committed itself to

downtown revitalization after a mall opened outside of the City. A number of projects have been implemented to strengthen downtown including multi-level hillside parking decks, historic preservation, housing retail, and hotel development projects.

In response to winter conditions, a covered street provides access to lower parking levels. An integrated pedestrian connections system, the Sheldon Center, was developed to shelter downtown shoppers, workers and residents. The six block system includes skywalks, exterior and interior passageways and simple "doors between stores". The City was honored by the Winter Cities Association in 1988 with an award for the Sheldon Center.

A waterfront development program has significantly improved Houghton's environment. Houghton's waterfront historically was industrial. The decline of industry and shipping resulted in blighted and abandoned waterfront docks, buildings, and rail yards. These areas are now attractive places for recreation.

In planning the waterfront development, the City placed a priority on public use. The shoreline is developed with a boat

launch, fishing docks, a bike path, boardwalks, boat slips, a swimming beach, pavilion, bandshell and picnic facilities. During the winter, pedestrian pathways become snowmobile trails providing access to the downtown for winter tourists.

The downtown and waterfront development projects were implemented using a variety of creative financing mechanisms. The list below summarizes the grants, private investment and local funds involved:

- \$11,100,000 Total State and Federal Grants
- \$ 3,330,000 Total City of Houghton Investment
- \$20,000,000 Total Private Investment

The project has had positive results on community growth, winter livability, tourism and the environment. Over 620 new jobs have been created. Directly, the City's public/private partnerships with the development of quality lodging has created more rooms for visitors in Houghton. The waterfront and downtown developments extend visits, increasing travel related expenditures in the City and Keweenaw Peninsula.

The revitalization has improved community attitudes and pride. New housing has been constructed, and the City has achieved one half of its goal of housing 2,000 persons downtown in renovated buildings.

The City takes its role as a winter city very seriously, hosting a number of winter-related activities and significant winter tourism. Houghton, the birthplace of professional hockey in the U.S.A., takes special pride in the MTU Huskies, a Division 1 college hockey team. The City cooperates with the MTU Winter Carnival, noted for its fabulous snow statues created by student and community organizations.

The City continues to find unique solutions to improve winter livability, quality of life, and tourism. A planned elevated gondola system over Portage Lake will link a downhill ski area directly with downtown Houghton. The gondola will also access an historic copper smelter complex, part of a National Historic Park being considered by the U.S. Congress. A ski bridge over a State Highway will link the ski hill with the historic area and waterfront development sites.

wn retail/

terior  
ry

parking

parking

waterfront  
park

docking



**U.P. ENGINEERING AND  
ARCHITECTURAL  
ASSOCIATES, Inc.**

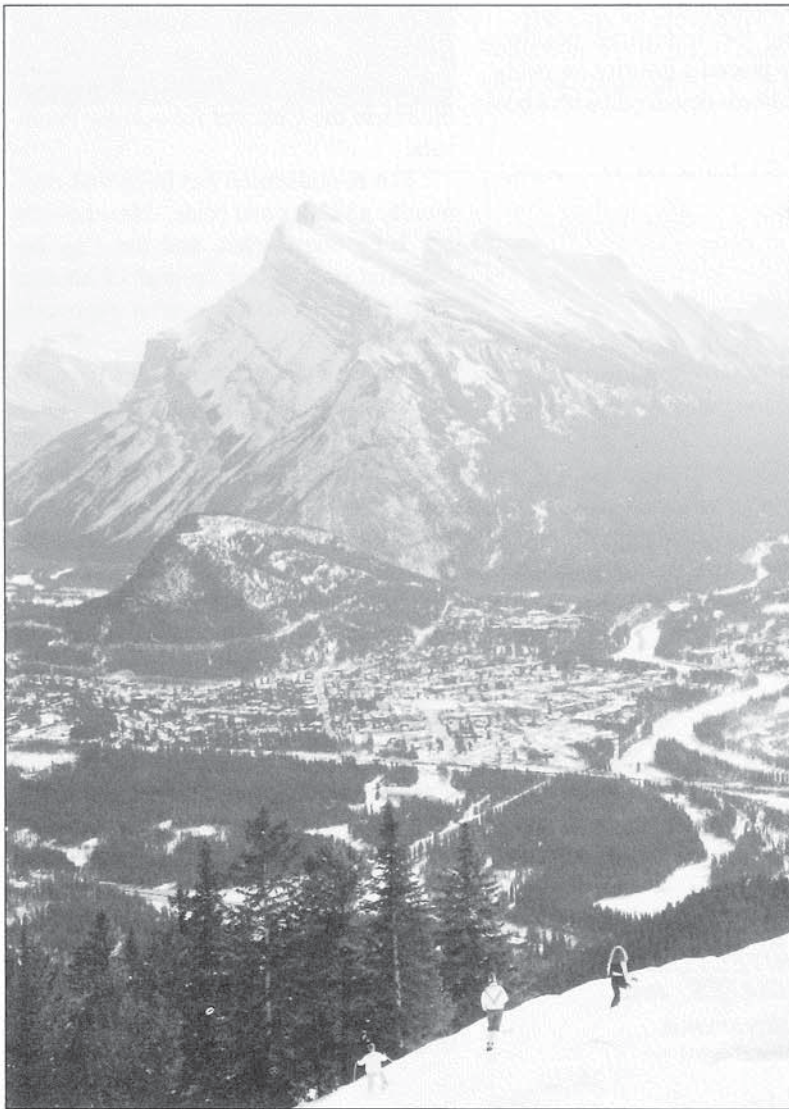
322 SHELDEN AVENUE  
HOUGHTON, MI 49931



# PEAKS AND VALLEYS;

## THE CHALLENGING BUSINESS OF THE WINTER RESORT

DOUGLAS LEIGHTON



**P**icture a small town with a multi-million dollar business, an internationally known product, and several thousand employees. Millions of people come to visit this small town to buy its products “direct from the factory”. Many travel thousands of miles, from other countries, and continents. Most strangely, almost half these customers choose to come in the middle of the Canadian winter and often return year after year.

**T**he two most successful winter tourism destinations in Canada are the towns of Banff, Alberta and Whistler, British Columbia. Each attracts over 1.2 million customers and generates over \$150 million in revenue each winter, not including other economic spin-offs. Each is largely responsible for making tourism the second or third largest industry in each province. What is more remarkable is that both are relatively new “winter businesses”.

**B**anff did not take off as a winter destination until 1970, while Whistler’s major success began in 1979 with the opening of Whistler Village and Blackcomb ski area.



## The Invisible Business

Welcome to the business of Winter tourism. Not surprisingly, this business is largely invisible to our Winter visitors, whose main goal is to leave such concerns behind.

We invest substantial amounts of money to achieve exactly this effect by promoting and creating the image of a care-free mountain playground.

Ironically, we are haunted by this same image when we try to convince the public, the financial institutions, and the federal and provincial governments that our business is serious, our problems are real, and we are not as prosperous as we look in the ads.

## Tourism and Farming

Myles Rademan, former Planning Director for Park City Utah, once compared the tourism-based economy to the farm-based economy: "Like farming, Winter Tourism is seasonal, capital intensive, and depending on a host of factors beyond local control: energy, prices, airlines, schedules, international competition, the media, fads and trends, extent of disposable income, and weather." Mr. Rademan goes on to note that: "despite these uncertainties, our massive capital investments must be amortized. The iron law of debt service does not respect the weather."

The business of Winter Tourism is cyclical and risky. Most resort communities have had the ups and downs which come from reliance on a single industry. It is easy to forget that Whistler essentially went bankrupt in 1982 and was saved only by a massive injection of provincial money (since repaid several times over.) Competition in Alberta is so tough that the average ski area lost \$14,000 in 1989/90.

The analogy with farming goes deeper in that both industries are basically resource-based. The concept of "sustainable development" should be an article of faith to both, since although their resources are renewable, they are easily damaged or exhausted.

Just as the farmer who does not protect and nurture his soil can expect failure, the Winter Resort which does not respect its natural resources will reap a diminishing harvest. While some tourism destinations e.g. Las Vegas, have created a product which is totally independent of the surrounding environment, this is certainly not the case with Banff or Whistler.

## Managed Growth

Numerous articles have been written exploiting the apparent conflict between the town of Banff, (as symbol of the rapacious commercial development) and the surrounding National Park (as the symbol of nature, pure and good).

The town of Banff and Banff National Park are like Siamese twins. Joined at birth, the two must somehow grow and work together in harmony.

While it is all too easy to depict Banff as an "intrusion in a National Park", it is wishful thinking to pretend it will go away. The only real choice is between re-developing Banff as the high quality resort community it was envisioned to become or allowing it to stagnate and decay.

Banff is not alone in facing this dilemma of "quality" versus "quantity" of development in keeping with its surrounding environment.

Although Whistler is not located in a National Park, it is now facing the same tough decisions as Banff. In this respect, the Canadian resorts are far behind major American resorts such as Aspen which have instituted strict "growth management" to ensure that only the highest quality development is allowed to proceed.

The tourism business is also resource-based in that it depends heavily on its human resources. The resort community that neglects its human resources does so at its own peril. The combination of low salaries, high housing and living costs, and increasing shortage of labour is probably the most dangerous single threat to the continued health of the tourism industry.

In most cases, this means direct community and business involvement in creating affordable housing, staff training programs, community amenities and recreational opportunities.

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Over \$5 million per year comes from Banff/Lake Louise. This money is not reinvested in Banff nor in the tourism industry.

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## Changing Markets

Profound changes are occurring in the Winter Tourism business. Increasing competition, stagnation of the downhill ski market, and changing demographics all have implications for the type of "product" that winter resorts should be offering.

The first commandment of Winter Tourism is to know your market - and the competition. When the provincially funded Whistler Village Land Corporation planned Whistler in 1978/79 it knew exactly which markets it was going after and who it was competing against. By stealing the best ideas from its competitors, it created a Winter Resort which is greater than its parts.

In 1989, Whistler/Blackcomb was ranked by the readers of Ski Magazine as #2 in North America (just behind Vail). In the same year, Whistler Village also won Snow Country Magazine's award for "Best Overall Resort Design". Whistler has now set its sights on becoming Canada's major summer resort with the same determination.

Ironically, Banff has been so consistently successful in the past that it has sometimes failed to recognize market changes or the nature of its competition.

The proposed Banff National Park Tourism Bureau should help address this problem. The bureau will form a common marketing agency for all tourism related businesses in the Park. The bureau will also act as a marketing research body for its members and coordinate events and visitor activities. Such bureaus or resort associations are common to most of Banff's competitors.

## Reinvest or Fade Away

The winter resort which does not recognize changing markets, or does not continue to reinvest will be left behind. For example, the phenomenal growth of Blackcomb Ski Area versus its com-



petitor and neighbour Whistler Mountain can be largely attributed to massive reinvestment of real estate profits into the newest lift, snow making and grooming technology and improved food service and base facilities.

One of Banff's main handicaps has been a serious lack of reinvestment in its basic physical plant.

The Parks Service collected substantial land rents from the town over its 100 year stewardship, yet has left the newly incorporated Town of Banff with over \$20 million in infrastructure deficiencies. In addition, the Parks Service continues to collect \$500,000 per year from the town to "rent" Banff's roads, park lands, and public lands.

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Much work obviously remains to make both provincial governments aware that the resorts they perceive as wealthy "cash cows" need feeding as well as milking.

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The situation highlights the quandary facing all resort communities: i.e. how to fund the high quality of services and infrastructure visitors expect from a limited local tax base. Banff provides services for an annual visitor population of approximately 3 million and an overnight population of 30,000 on a tax base of 7,000 people - "big city" services on a "small town" budget.

Both the B.C. and Alberta governments derive substantial tax revenues from Whistler and Banff yet are reluctant to fund the oversized infrastructure and expanded services which their star performers need to remain competitive. Most provincial funding is on a simple per capita basis, while provincial taxes are based on sales volume.

American resorts such as Aspen, Vail, or Park City collect a wide variety of local visitor taxes (e.g. local sales tax) to pay for their free transit systems, parking structures, landscaping and other high cost items one would not normally expect in a small town.

Canadian resort communities are not empowered to collect such local taxes by our provincial governments.

British Columbia collects a 8% hotel tax, but allows Whistler to collect another 2% (about \$1 million per year) for tourism related expenditures (such as operation of its conference centre). Alberta collects a 5% hotel tax, amounting to some \$22 million per year. Over \$5 million per year of this comes from Banff/Lake Louise. This money is not reinvested in Banff, nor reinvested in the tourism industry.

Much work obviously remains to make both provincial governments aware that the resorts they perceive as wealthy "cash cows" need feeding as well as milking.

Whether because of restriction by the Parks Service or local complacency, Banff has also seen little private reinvestment until recently. The major exception has been CP Hotels which has invested heavily in upgrading the Banff Springs Hotel and Chateau Lake Louise. CP was also responsible for the recent construction

of Chateau Whistler at the base of Blackcomb Mountain and its associated golf course.

## The Need for Strategic Planning

Increasing competition has also increased the need for strategic planning.

Neither Banff nor Whistler became successful by chance. The town of Banff was planned by the federal government in 1885 as a major international destination resort centred around the Cave & Basin Hot Springs. One of the main functions of the original "Banff Hot Springs Reserve" (precursor to Banff National Park) was to control the quantity and quality of development of this resort. One hundred years later, the B.C. provincial government planned Whistler with exactly the same goals in mind.

In both cases, there was a high degree of cooperation between the public and private sectors, and in both cases the goal was quality of development. Both resorts began with major federal and provincial investments in infrastructure and in both cases administrative structures were established to ensure that the special goals of these destinations were maintained.

This type of cooperative approach and common visions is typified by Whistler, whose businesses, resort association and municipal government jokingly refer to themselves as "Whistler Inc." This shared vision is largely responsible for the area's recent success.

There is little doubt that Banff has suffered in the past from a lack of common vision. The local business community and the Canadian Parks Service pursued separate, often divergent, agendas. Furthermore, there have been internal divisions within both groups as to the basic nature and goals of the town.

The town of Banff was granted limited self-government in January 1990. With this new civic responsibility has come a growing consensus over Banff's future role and identity. The first article of the town's incorporation agreement states that the Town will be maintained as part of a World Heritage Site. Other articles identify the need for Banff to serve its visitors and residents and maintain a character consistent with its surrounding environment. The incorporation agreement also fixed boundaries to the town, establishing community awareness of its exact "limits to growth".

The Canadian Parks Service now seems to be returning to the basic principles of its mandate and showing a new balance between its twin goals of "preservation" and "visitor use and enjoyment". The Service is currently conducting a major study of how it can better serve its visitors.

Finally, Banff's private sector is showing renewed environmental awareness. One of the key objectives of the proposed Tourism Bureau is to "enhance visitors experience, to protect the environment, and to preserve the ambience of the Banff resort area."

In short, the town of Banff is showing a new respect for its surrounding National Park and vice versa. The two twins are starting to work together, not at cross-purposes.

Given this developing consensus, Banff is busily developing its blueprint for the future. In this case, the buzzwords of "sustainable development", "small is beautiful" and "limits to growth" have very real meaning. The results will bear watching by the entire Winter Tourism industry.



# TURNING SUMMER BUSINESS INTO WINTER FUN

MAGDA WASSEF

## JASPER PARK LODGE INDEED HAS A STORY TO TELL.

Jasper Park Lodge was closed during the winters from 1974 - 1988. There were many reasons behind the decision to switch from a summer to a year-round resort hotel. Part of the reason was the fact that the property previously was a CN hotel, then the chain was purchased by Canadian Pacific Hotels and Resorts in April of 1988. CPH & R made assessments of potential markets and revenues and the outlook was optimistic.

Problems were encountered trying to convert a summer resort into a winter resort. Some basic problems were simple structural ones like lack of insulation in walls, ceilings, pipes, etc. In the first season, only 200 of our 430 rooms were kept open because many were found to be unsuitable for winter operation. Some of the cedar chalets date back to the late 1920's. They have been well maintained over the years, but just never built for Alberta winters.

A major retrofit of insulation, a new sewage and electrical system, costing about \$11 million, have been installed and had made all the cabins acceptable for winter sales.

Business is still better in the

breakfasts and one dinner is only \$332.00 per person based on double occupancy.

In terms of present marketing philosophy, we are slowly shifting to destination ski marketing as opposed to local and regional. We see this as having the best long term growth potential. With the inauguration of CAIR Western Airlines twice daily service to the Jasper/Hinton Airport in May, this could change our marketing in terms of the accessibility factor. This new service will be good for winter and summer travellers.

This will make Jasper a much more attractive destination for those who see the distance between Jasper and Edmonton and Calgary as a problem.

Our ambitious program of upgrading, restoration and expansion, prepares us for a leadership role in the Canadian hospitality industry. The 5 year capital budget for Jasper Park Lodge is \$50 million. Some development is pending results from environmental impact studies.

We have recently completed a \$6 million development of the lower level of the main building adding 13 new shops, a new cafe, a new lounge and formal french dining room, a chocolate shop and new nightclub.

The only thing we might have done differently is to have been a bit more aggressive in the promotion of winter. Part of the problem is that the return on investment is lower due to the lowered room rate structure, where rooms are 1/3 or 1/4 the price of high season rates. We therefore require much greater volumes to generate revenues to support operations.

In five years we hope to be at 60% - 70% occupancy through the winter operation which we feel is a viable goal. The sheer beauty of our resort, makes us a traditional favorite with the rapidly expanding group leisure market.

Jasper Park Lodge is a 430 room world class resort Hotel situated on 903 acres of land in the heart of the Canadian Rockies. Jasper Park Lodge is located 362 kms west of Edmonton and 412 kms north of Calgary.



Tourism Canada predicts that tourism will be the world's largest industry by the end of the century. Canada ranks ninth in the world as a generator of international tourism receipts (almost \$7 billion every year). The Canadian Rockies, being a popular destination, Jasper Park Lodge is in an excellent position to take advantage of growing tourism markets.

Global trends indicate that the group leisure traveller market will continue to grow throughout the 1990's. Increased affluence and leisure time worldwide, inexpensive and convenient air transportation contribute to our growth on a year-round basis. There was sufficient evidence that with some aggressive and solid marketing the Lodge could at least achieve a break even situation in the low winter season. We are presently in our third winter season and have given ourselves a five year period to achieve this goal.



summer, because we were known as a summer resort for so long. The Lodge still continues to absorb substantial losses, especially in January, February and March. CPH & R is presently undertaking a winter study to determine a long term winter marketing strategy. There are still kinks to work out. For example, it is not well known that we are open year-round and also that the value in the winter is excellent.

Jasper Park Lodge is competitive price-wise with all other Jasper properties, ie. a five day downhill ski package including 5 nights accommodation, 4 days skiing, 5



WINTER THROUGH

# THE ARTIST'S EYE

WILLIAM C. ROGERS



WINTER CITIES

*Holiday in Moscow 1983, Vladimir Smirnov*

**W**hen the ancient Chinese sage wrote, “one picture is worth 10,000 words,” he wasn’t referring to photographic slides. Long ago I discovered it was useless to talk about the visual images of winter without using pictures, but it took a while for me to learn that the slides of paintings which I used were the ones people in my classes and audiences remembered best. So I will add to the old quotation by saying, “and one painting is worth a dozen photographs.” Obviously, paintings stimulated imaginations and I needed more of them for my slide collection.

*Guy Wiggins*



The trouble is that it is exceedingly difficult to find paintings of winter. To give you an example, I recently found a lovely book of color reproductions of 183 paintings selected from Leningrad's "Russian Museum." "Aha," I thought, "surely the great museum of the greatest winter country of them all will have a rich selection." Well, sad to relate, I found one (1). There were 71 paintings where the season of the year was identifiable and 62 of these were clearly spring and summer. Only nine were winter scenes. Two were war scenes and two were country landscapes. Well, I shouldn't have been surprised. Artists are not drawn to the winter scene, beautiful as it is. Perhaps their fingers get cold painting in zero temperature.

*The Winter Wait, Edyth Bell*



This scarcity of the winter as an artist's icon is particularly regrettable to me because my first interest has been in "urban aesthetics" in winter. Many of the roots of the winter city movement are found in the work of the Committee on Urban Environment (CUE) of the city of Minneapolis. Our job was to recommend steps to the Mayor and City Council, which would maintain and improve the appearance of our city. One March day it dawned on me that planting more trees, flowers, and vines wouldn't do much for a city where nothing grew for six months of the year. We had to ask ourselves "what will it look like in winter, our longest season?" "It" being anything new being planted or built in our city.

*Rice Park*



*Norbert Groenette*

This question is what I am dealing with here, and I am asking artists to help me.

Paintings of cities in winter have had two periods of popularity. They appeared in 16th century Flanders and Holland and again in 19th century France. I once assumed that the many paintings of ice skating in the Low Countries were done because of unusually cold winters in the period, but recently I learned that many of the winter painters were forced out of their jobs of religious painting by the Reformation! The Impressionists were interested in color in its many hues and were excited about the way snow reflected lovely pale colors. Look for earth colored pastels and shades of pink and purple. These are my favourite winter colors and they look as good on people as they do on buildings!



*Laurentian Village, Clarence Gagnon*

Camille Pissaro and the younger Brueghel are two well known artists of winter city vistas. They use the above mentioned colors. The paintings include scenes of cities at night, stressing the importance of lights in the long dark periods. Light can work against depression, long diagnosed as a disease of the North. Winter is a season of repose as shown in twilight images of carriages in the snow. They are

a far cry from the late afternoon commuter automobile grid — common in many of our cities today — made worse by winter conditions.

Artists do not always seek out the beautiful. The American "ash can" school made a point of showing the seamy side of life. Edward Hopper shows how ugly "Approaching a City" can be and Bellow's "Lone Tenement" displays a grey example of what the British call "dereliction". Utrillo uses snow to cover a deteriorating neighborhood. As a matter of fact, today's great winter cities tend to look rather grey and bleak. To show what could be done to ameliorate this problem, I asked U.S. school children to send me paintings showing how cities could look warm, bright, and full of life.

*City Sidewalks*



What we might call sub-urban or village subjects, are in a Monet painting of a Norwegian scene glowing with pinks and lavenders. The snow is surfaced with pink some mornings in Minneapolis too.

A series of Canadian paintings of villages are a riot of color and light. Some observers say the French Canadians are the ultimate "winter people." The painters's names are Jackson, Robinson, and Gagnon. In these paintings, note how pleasant



streets can look before they are scraped, sanded, and salted. Must every inch of asphalt and cement be cleared on every city street after every snow?

Nothing grows in winter, but what is planted in the growing season can make a great difference in our visual environment in winter. Marquet's "View of Davos" and Marquet's "Winter in Kuragezo" show the vital place of the conifer in winter. Evergreens protect us and give the eye something to rest on. They bring color and mass to a drab winter scene. They shelter birds who give life to winter. They reduce wind and save on home heating. Because of my preaching about the wonders of conifers, I got named "William the Conifer."

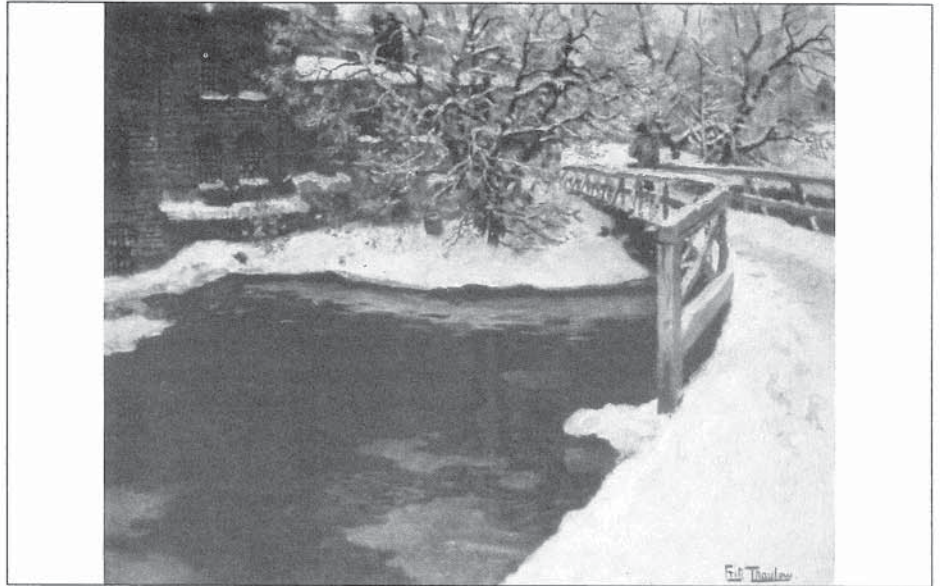
*Krenek*



A Brueghel detail shows the attractive "twig tracery" of some deciduous trees, as does a December page from a medieval "Book of Hours." They may need trimming to look their best without leaves. Lastly trees can frame a view as in the painting "Place Jaques Cartier." We can thank the Japanese for stressing the importance of urban views. Trees need to be placed for maximum effect in winter as well as summer.

Getting around in winter — transportation — is a big problem for us all. Snow and ice are major barriers and the cold makes our cars hard to start. Automobiles, along with "sky scrapers," are seldom the subjects of great paintings. Glacken's "Descending from the Bus." has good light effects, but one can sympathize with the passenger who is probably stepping into a mass of snow, ice, and slush, which characterize many American bus stops. Walking may be the best way to get around in winter, especially if the street scene is as delightful as in Krenek's Vienna. Of course a horse driven sleigh can't be beat.

The dominating features of the skyline in many of our great cities is the high rise, usually, in bad Bauhaus style. They are sky-blue, glacial green, cold steel, or snow white — hardly winter colors. Artists



*Top: Fresow Bridge, Thaulow*

*Middle: St. Basil's Cathedral, V. Drabo*

*Bottom: Avercamp*







Top: Twactman

Middle: Donald Vann

Bottom: Monet



don't seem to like to paint them. They are drawn to such buildings as St. Basil's Cathedral in Moscow, which may well be the greatest winter city building of them all. Its colors, design, and decorations delight the eye in winter. Red brick is a much finer winter building material than raw concrete. Many large urban buildings are places of worship, long the main buildings in our cities, and far closer to God than those made of glass and aluminum. Why not use purple in a contemporary building.

The beloved Swede **Karl Larson**, shows the beauty of the family home. He has enlivened millions of Christmas cards. **Alfred Sisley** shows the simple beauty of what Americans might call a "back yard." **Hiroshige**, in a marvel of monotone, paints a Japanese village with one point of color — a traveller's parasol. He also shows how well the works of humans can blend with nature. I am tolerant of the color white in winter architecture, in a white house by the American **Twactman**. There's a lot of pale color in this scene, nevertheless. Two bits of Americana are an Indian Village with a lovely sky and the other of a fish house city which comes and goes with the seasons.

Life goes on in the winter. It is a season for a fine range of sports never seen in southern climes. The Low Country painters delighted in the "Scene on Ice," which is the title of an **Avercamp** painting. An astonishing number of activities can be noted in his works, with skating taking first place. In fact, much of life went on outdoors before the modern furnace changed our lives. "The Nativity" by **Breughel** pictures the greatest event of Christianity taking place in a winter city public place. Sociability has its place in winter too. **Monet** paints the "hustle and bustle," which can make winter exciting. Our central business districts need to be made more human and carefree as shown by children's pictures and the downtown St. Paul, Minnesota skaters. Democracy has a special feeling for winter. It's a time when people can mingle without seeming to intrude on privacy. The cold makes people come together. **Paul Fischer** paints the Royal Theatre in Copenhagen reminding us that winter is the season of the arts. Lastly, the Russian, **Mark Chagall** shows us how to dress — in purple, of course!



# WINTER TOURISM

## & WINTER CITIES

LEO KYLLO

When most travellers think of a vacation, images arise of a summer at the cottage or the beach; summer camping in the Rocky Mountains or floating the canals of France; a mid-winter vacation golfing at Palm Desert or touring southern Spain. Apart from skiing enthusiasts, few people have conceived of a "winter vacation" in a "winterland". Skiing has attracted a considerable clientele to experience winter but few other winter activities or winter places have been able to penetrate the mass tourism market.

Winter travel holds a great deal of promise for the future of Winter Cities. Tourism is the fastest growing economic activity in the world. Futurist Hermann Kahn predicts that tourism will be the leading economic activity around the globe by the year 2000. This growing trend is partly stimulated by the maturing of the world population. It has long been known that the more senior of the population have the time, many have the finances and most have the propensity to travel. In any event, travel is now an opportunity of the masses - not just the wealthy.

There are a number of other factors and conditions which will make Winter Cities more popular as travel locations. Some of these are emerging while others have been around, not noticed or under-utilized, for some time.

### THE POTENTIAL OF VACATIONING IN WINTER

A change of attitude may be forthcoming for many travellers - a change from the "winter vacation" to "vacationing in winter." There are good reasons for predicting that more and more travellers around the world will take advantage of a vacation in a winter setting. These include:

**The Search for Variety** - With the shrinking of the world, many cultures and places are becoming more alike and yet travellers seek the novel, the different. Winter offers an experience never encountered by many.

**The Power of Education** - As people become more aware of their world, many opportunities become recognized and fears and anxieties dispelled. One of these fears is of winter. It is evident that even those not accustomed to winter can be comfortable and enjoy the experience if they are properly prepared and outfitted.

**The Evolution of Technology** - Technological advances have generated new fabrics and clothing that set new dimensions for function and fashion. Winter clothing no longer is bulky, heavy and drab.

**The Pressures of Modern Society** - the post-industrial age has given birth to a new phenomenon - "power vacations". For those in active - and often stressful - occupations, several short vacations throughout the year are now quite common. Often these will be to novel locations or will involve a variety of activities. A ski vacation has been an option and future choices may include snowmobiling in the Canadian Arctic or filming the Aurora Borealis at Whitehorse or Yellowknife.

**The Promise of Flex-Time** - While flex-time has most often referred to the workday, flexible schedules are now starting to appear in other aspects. In Calgary, discussion has now begun on offering a twelve month school year which would allow families to take vacations at times other than summer. Also, some employers provide extra paid vacation time if taken during the winter. For the construction worker, who is busiest during the summer, a winter vacation with the family may become a real attraction.

**The Potential of Business/Incentive Travel** - A growing number of employers are now offering travel as an incentive to employees. This, combined with travel to business meetings, conferences and conventions, holds tremendous potential for Winter Cities because of the economic advantages of travel during the off-season.

**The Authority of Economics** - Perhaps the greatest advantage of winter tourism is economic. While the summer and "sun vacation spots are crowded and expensive, winter locations offer great cost advantage. For example, airline flights between Europe and North America are busy during the summer months but the winter season is slow. Airfare packages can be arranged at a fraction of the cost of the peak season. Also, hotels offer attractive off-season rates and a post Christmas shopping trip in a Winter City would please even the thrifty.

While other factors and conditions will likely prevail in some regions, these six appear to be fairly common and hold potential for promoting tourism in Winter Cities.

### WINTER TRAVEL TO WINTER CITIES

In order to be attractive as tourist locations, Winter Cities must have one of two attributes:

- Winter attractions of their own or
- Act as a gateway to winter attractions.

It should be noted that these are not mutually exclusive; rather many Winter Cities such as Denver, Salt Lake City and Calgary have considerable attraction of their own as well as acting as gateways to alpine ski areas. Edmonton offers a variety of winter activities and events but is also a gateway to the mystery of the Arctic.



Winter Cities with gateway opportunities will include those nearby or serving as access routes to:

**Winter sports opportunities.**

**Mountain environments.**

**Winter adventure.**

**Wildlife viewing.**

**Cultural features.**

**Educational potential.**

**Scenic opportunities.**

**Natural areas.**

**Eco-tourism.**

**Historical features.**

**Natural phenomenon (such as aurora).**

For some of these, limitations may prevail, such as extreme cold, blizzard conditions or short periods of daylight. Late winter may be the most opportune period to concentrate visitation. For others, such as wildlife viewing, proper control over the tourists will be essential to prevent undue impacts on the resource.

Cities with their own winter attractions may also offer some of the above opportunities. Others may include:

**Speciality shopping.**

**Special winter events and festivals.**

**Winter sports.**

**Arts.**

**Dining.**

**Convention facilities.**

**Attractive urban settings.**

**Cultural activities.**

**Educational facilities.**

**Nightlife.**

Many Winter Cities have a number of these attractions. It seems that living through winter will often stimulate special events and festivals such as the Winter Olympics, North America's Arctic Winter Games and local festivals such as the Whitehorse Sourdough Rendezvous, Yellowknife's Caribou Carnival and Iqaluit's Toonik Tyme. Also, many attractive arts and crafts, generated during the long winter evenings, are available in retail outlets.

## **MARKETING APPROACHES**

In order for winter tourism in Winter Cities to flourish, a much more aggressive marketing program is required. Rather than communities competing with each other for the same guests, more attention should be given to broadening the base of potential tourists and making them aware of the advantages of vacationing in winter.

This program should target tourists that may have an interest in winter activities, such as Europeans; those for whom the economic advantage would be attractive, such as business or incentive travellers; or those for whom the novelty of winter would appeal. The novelty of vacationing in winter should be emphasized in all marketing programs. Marketing vacations in winter will require additional attention or provisions as well. These will include:

**Climatic and Weather Factors** - The prospective guests should be informed about weather extremes, unpredictability and the fact that many locations are not terribly cold during specific times of the winter. During the 1988 Olympics, Calgary was warmer than Las Vegas or Phoenix.

**Visitor Safety** - Adequate attention to the safety of guests should be noted.

**Adventure Potential** - An emphasis on exciting, different and adventurous activities will be important.

**Economic Factors** - Identification of the cost advantage of vacationing in winter will be advantageous. In particular, the rebate of the Goods and Services Tax for international guests should be highlighted.

**Specialized Services** - In some areas, the development of specialized services, such as rental of outdoor clothing, may be necessary. Rental of ski gear and clothing is now accepted and rental of parkas, mukluks, etc. may be another business opportunity for Winter Cities.

In some locations, additional specific information or services may also be necessary. These may include descriptions of transportation connections, such data as special services and programs for the disabled or groups, seasonal rate information and details of the demands of various physical activities.

## **CONCLUDING REMARKS**

Winter Cities ring the globe and offer tourists opportunities and attractions that have not to date been recognized and exploited. With increasing awareness among the growing number of world travellers, vacationing in winter is predicted to become a modern trend. The economic and social benefits to many Winter Cities will be substantial.



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# WINTER PLAYTIME THE 365 DAY POSSIBILITY -

HOW CAN WE SUSTAIN THE FACILITY TO PLAY BEYOND  
THE MELTING SNOWS AND ICE?

DAVID A. FRANCIS

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MAN'S FASCINATION WITH "WINTER PLAY", goes back centuries; early examples being found in Scandinavia, China and other winter games among natives of the Arctic and Sub-Arctic.

It was not long before we sought alternative ways to play at these sports, locally, at times other than wintertime. Back in 1951 we have examples of snow being shipped from Norway, to Edinburgh and London for artificial Nordic Jumping hills on which international competitions took place.

In the 50's and 60's the French, Italians, Americans and British searched for snow and ice alternatives; some through the use of "plastics", others, through ice/snow making machinery. We saw the evolution of year-round facilities and a consequential increase in numbers and socio-economic groupings of people enjoying Winter Play.

At ski areas, there was also innovation; snow making equipment now virtually guarantees snow during the winter tourist season.

This dependency on Nature, has done much to focus thinking on the alternatives.

## Technology and the Extended Season

We turn to Europe and Japan for the most comprehensive thinking on snow alternatives; the United Kingdom, has, until recently led the field in the development of artificial "skiing" facilities (200). Now, Japan is constructing more innovative and larger developments.

In the late 60's pre-ski practice took place on coconut matting or even sand dunes. These were soon replaced by sophisticated injection moulded matting, pvc bristle, and polyethylene "carpet".

In contrast, to snow making machinery, the "plastic" alternative makes it possible to ski or slide year round. Today all the "artificial" wintersports centres in Europe and Japan, operate successfully year round, larger facilities record between 150,000 and 200,000 visits and growth of 10 to 25%/per annum.



How does Winter Play cross the seasonal barrier? Quite simply because "Winter Play" offers a wide variety of pleasurable play forms, so why should they stop for half the year? People also seek personal improvement since satisfaction is based on achievement which in turn depends on competence. The Winter Player demands a service. The service creates demand for increased opportunity. This forces operators to create year round facilities and target their product to a wide market.

### Role of the Voluntary Sector

One aspect that stands out as unique, particularly in the United Kingdom, has been the role of the National Governing Bodies of the Wintersports, in the development of these centres. The English Ski Council for example; this agency is responsible for the sports development, including the training of performers, coaches and officials.

Recognizing the contribution "artificial" facilities could make to its national coaching and development programs, it took the lead in preparing a strategy for the development of facilities.

Declaring its commitment to the "365 day" centre, helped it set standards, support developers in planning, thus carving a niche for its own programs for the future. This created an increase in its performer, official and coaching resources. Similar bodies in Japan and the Netherlands have influenced developments; while in Canada, Switzerland, Austria, U.S.A. and Scandinavia, one sees interest in very specialized "artificial" facilities for, Nordic Ski Jumping, Bobsleigh, Luge and Freestyle Ski Aerials.

### The Role of Artificial Centres

Today, these "artificial" facilities can be found at existing natural ski areas; supporting summer programs and filling in when the snow fails: multi-activity leisure

centres, where the summer use is supported through existing activities, but winter use is enhanced by "Winter Play" features: specially designed "Winter Play" facilities close to centres of population, either on the urban fringe or in the inner city where in an environmentally and socially deprived setting skiing can be combined with tobogganing, climbing, kayaking, mountain biking, motorcycling: providing a social and learning environment for the local community, schools and institutions.

Well designed and managed "artificial Winter Play" facilities provide returns in four areas: financial, social, enhanced enjoyment/involvement and the tourist industry.

### Other Developments

Innovation does not rest with Alpine Skiing. Nordic X-Country has benefited from innovation such as, roller skis and its own "plastic" matting. While Nordic Ski Jumping, ice skating and tobogganing all benefit from exciting technological innovations.

**Indoor Centres - The Ultimate Solution?**

Much has been talked about the magical possibility of "Snow Palaces" and "Winter Wonderlands".

The technology now exists to make good quality snow indoors, but what is important to recognize is:

The large amount of energy required to create and maintain the quality of the snow: the cold internal climate required: the public resistance to "out of season" cold.

There is much more to discuss here but space does not allow. Suffice to say, Winter Play can exist 365 days a year, the facilities are there to prove it. Therefore, with careful thought, planning and sound investment, "Winter Players" can benefit from the old formula:

**FACILITIES + PEOPLE =  
PURPOSEFUL PARTICIPATION  
WITH PROFIT!**

**How can we sustain the facility  
to play beyond the melting  
snow and ice?**





# A FINE WRITER'S TALE BECOMES A MID SUMMER DREAM

*Jo Ellen Pasman  
Deborah Elliott*



*OREGEON SHAKESPEAREAN FESTIVAL, ASHLAND 1990  
Katherine, Princess of France (Dawn Lisell-Frank, right) receives an  
English lesson from her attendant, Alice ( Kathleen Turco-Lyon, left)  
in "Henry V". Directed by James Edmondson, scenic design by  
Richard L. Hay, costume design by Deborah Dryden  
and lighting design by James Sale.  
Photo by Christopher Briscoe.*



“I am coming back to see two of the productions again. To put the matter bluntly, I am throwing myself at you. I want to play with that wonderful company of yours and it won't cost you a cent...”

These enthusiastic words were penned many years ago by actor Charles Laughton in a letter to Angus L. Bowmer, founder of the Oregon Shakespeare Festival. Laughton's passion for exceptional theatre is shared by more than 100,000 people who make an annual pilgrimage to Ashland.

Established in 1935, the Oregon Shakespeare Festival is the oldest and largest professional regional theatre company in the United States. Since its founding, it has evolved into a nationally and internationally recognized art organization. In 1983, the Festival received the Antionette Perry (“Tony”) Award for outstanding achievement in regional theatre. That same year, the Festival received the Governors' Association Award for distinguished service to the arts, the first ever awarded to a performing arts organization.

The Festival presents an eight-month season (February - October) in three theatres: the outdoor Elizabethan Stage, the versatile and gracious Angus Bowmer Theatre, and the experimental and intimate Black Swan. Many celebrated actors have honed their craft at the Festival over the years. Powers Boothe, William Hurt, Stacy Keach, Kyle MacLachlan and Jean Smart are just a few of those to tread the stages of OSF.

The repertory is rooted in the classics, but also includes several contemporary works. The 1991 season, for example, ranges from Shakespeare's classic tale of power and prejudice, *The Merchant of Venice*, to Thornton Wilder's poignant chronicle life in a small town, *Our Town*, to Lee Blessing's contemporary story of the politics of terrorism, *Two Rooms*.

The Festival had its beginnings in the Chautauqua movement of the latter part of the 19th century. The aim of the Chautauqua societies was to bring culture and entertainment to rural areas around the country. The first Chautauqua theatre in Ashland was built in just ten days in 1893 and hosted such performers as John Phillip

Sousa and his band, actress Charlotte Greenwood, opera star Madame Schumann-Heink, and orator William Jennings Bryan.

Angus Bowmer, an enthusiastic young instructor at Southern Oregon Normal School (now Southern Oregon State College) dreamed of producing a festival within the remaining walls of the old Chautauqua theatre. On July 2, 1935, the Oregon Shakespeare Festival was born with a production of *Twelfth Night*, followed by *The Merchant of Venice*.

The season opens in mid-February while the surrounding mountains are dappled with snow, and continues through October. Theatregoers from all over the world come to the Festival to enjoy a variety of plays in the Angus Bowmer and Black Swan Theatres. In June, thousands of people come to Ashland to celebrate the beginning of summer and the opening of the outdoor Elizabethan Stage.

Ashland offers visitors recreational opportunities any time of year. The nearby Rogue River is known throughout the country for its sport fishing, river rafting and jet boating. Emigrant Lake lies just six miles outside of Ashland and offers swimming, sailing, waterskiing and windsurfing. Just 15 miles out of town is Mt. Ashland, a popular area for both downhill and cross-country skiers. In town, visitors can enjoy fine dining, shops and galleries.

Nearby Jacksonville is one of only eight American cities recognized as a National Historic Landmark when gold was discovered there in 1851, settlers and adventurers arrived, driving out the local Indians. There are some interesting epitaphs in the Jacksonville cemetery pertaining to the conflict. Jacksonville's Dorland Robinson was a talented young artist who was just beginning to achieve recognition when she committed suicide in the early 1900's. She is the subject of *Lady Under Parasol* by Susan Wands, who presented the work as a special project at the Festival in 1984.

Internationally known artists play at the Peter Britt Music Festivals in Jacksonville every summer. The Festivals were named for settler and pioneer photographer Peter Britt, who was the first person to photograph Crater Lake. The Britt family originally owned the land on which the Britt Festivals takes place.

The U.S. Fish and Wildlife Forensics Laboratory, the only animal forensics laboratory in the world, is located in Ashland. In nearby Grant's Pass, Wildlife Images specializes in rehabilitating wild animals who have been injured. Animals who can't be returned to the wild are kept by the organization and used to educate the public.

Ashland has the oldest existing full-scale Elizabethan stage in the Western Hemisphere, built on the site of the old Chautauqua theatre established in 1893.

*The Oregon Shakespearean Festival's Elizabethan Stagehouse*

*Photo: Hank Kranzler*





## SHORT STORIES FROM THE BOOKSHELF

If I had my druthers, this section would have books from around the world on a variety from topics from the technical and scholarly to relaxing reading. Instead, I have an excellent variety of Canadian books about the north, its people, wildlife and culture.

TIM CHRISTISON

Though at first glance, **CROW AND WEASEL** [by Barry Lopez and illustrated by Tom Pohrt, published by Random House of Canada Limited] looks like a children's book, a read shows how profound an observation this modern myth truly is. Barry Lopez who lives in Oregon, USA visited the WCA offices in Calgary and impressed us all with his intense and deeply felt gratitude at being a successful story teller. He has won national books awards for his writing about nature. His first book Arctic Dreams was a best seller. It is now available in paperback.

In his new book, Lopez explores the relationships among people and between people and the animals who serve them either as beasts of burden or as food. With sensitivity and intelligence Lopez explains, without using any particular native group as an example, the enormity of loss we have suffered by taking dominion over nature rather than living in harmony with it.

In no way should it be construed that this myth preaches. Indeed, the tale is so compelling it is only later when examining the illustrations that one comes to realize that Lopez has accomplished the most difficult of all tasks, changing one's way of viewing the world and leaving one not only entranced with that view but hopeful about the world.

On the other hand, **PLACES FAR FROM ELLESMERE** [by Aritha Van Herk published by Red Deer College Press of Alberta] is a tough read. It challenges not only the readers' ability to follow the written word but to adapt to the combination of geography and fiction that van Herk calls "geografictione".

In her latest book, this internationally acclaimed novelist indulges in a renewed exploration of Tolstoy's Anna Karenina at night while she explores the frozen north by day. Everything seems changed by her stay on Ellesmere Island and as she remembers places far from Ellesmere. "Reading in this clear green light an act different from reading in the south under the sanctimonious permission of fluorescent and incandescent fixtures. Reading is changed by the quality of the light it partakes of, the shadows it endures. Here the only shadow is that of your body, whether you are sitting on a rock or stretched out full-length in your sleeping bag, your toes curling with their own pleasure, propped on an elbow as you turn the thin pages following Anna's impossible infatuation."

Not an easy read but a fascinating one. There are many books by men who have travelled in the north and learned about themselves. This is one of the few from a female perspective. Usually it is through the female perspective that we learn about the social and culture history of our world.

Yet too often cookbooks are dismissed as fluff that have no value beyond their recipes. *Noel Richardson* is a businesswoman in British Columbia who grows and supplies herbs to local gourmet restaurants. Her business began slowly with only four customers the first summer. A sixty page cookbook followed to encourage fresh herb use. A publisher invited her to write a book about summer herbs and their uses called **SUMMER DELIGHTS** and sold well.

Then, Richardson says, in the introduction to her book, "My cooking changes in winter. I bake more bread, make robust soups out of root vegetables, and flavour the rich stews in my clay cooker with the strong winter herbs: rosemary, savory, thyme and bay. The cooler weather affects the appetite, and the thought of a herby stew simmering while we are out hiking on a Sunday afternoon is truly a winter pleasure.

"I tend to use more spices in winter, such as cloves, cinnamon, mace and nutmeg. In **WINTER PLEASURE** [the name of her latest book, published by Whitecap Books, Vancouver, British Columbia] I have included recipes using spices as well as herbs, as they are an integral part of winter cooking and Christmas celebrations." Richardson's recipes are inventive and take some Canadian favourites and spice them up.

Another domestic art often looked down upon by those with elitist tendencies is knitting. **CANADA KNITS** is a marvellous history of Canadian knitting [by Shirley Scott, published by McGraw-Hill Ryerson, Toronto & Montreal] Scott sees her vocation as a reflection of the Canadian identity. "Canada is a northern land. It is winter that grips the Canadian imagination. For all but the most insulated city dweller, winter is both a natural and a spiritual force to be reckoned with. Knitting is a remarkable weapon on both scores."

Scott points out that Canadians knit items not made anywhere else in the world: toques, lobster mitts, finger mitts, and Cowichan sweaters, but she adds that now that she's said that someone will prove her wrong. Items knitted for fishermen's hands include "nippers", stuffed tubes of knitting attached together along one side and at both ends which were pulled on over the palm and cushioned the hand against the bite of the rope.

Scott ends her book with "Hand knitting is a part of the Canadian consciousness, in happiness and in hardship, in family memories and civic celebrations. With skill and vision, today's knitters can explore our new cultural horizons or deepen our contract with our Canadian roots."

Some of our Canadian roots sprung from the native people of the north who were primarily nomadic. Settlement in the north is



more recent such as that recalled in **ON BLUE ICE: THE INUVIK ADVENTURE** [by Jane Stoneman-McNichol, published by Outcrop, the Northern Publishers, Yellowknife, NWT]. The photographs whether in colour or black and white are both breath taking and informative. Although produced in 1983 by the town of Inuvik, it reads like an objective look at a town and its history. This would be an invaluable guide for anyone visiting this area located 1920 air km north of Edmonton, Alberta and 100km south of the Beaufort Sea on the east bank of the MacKenzie River.

Also published by Outcrop is **YELLOWKNIFE, HOW A CITY GREW** [by Erik Watt] a book many WCA members would be wise to order since Forum '93 will be held in that city, the capital of the Northwest Territories. The NWT seem to be blessed not only with wonderful scenery but a plethora of photographers who record the exotic beauty around them. And so it is that once again, the photographs make this an outstanding record of a city, its growth, its peoples and its industry plus the attractions of the surrounding area.

To extend your knowledge of the NWT, Outcrop has also printed the **NORTHWEST TERRITORIES DATA BOOK FOR 1990/91**, A Complete Information Guide to the Northwest Territories and its Communities. All the statistics one would hope for are there but the added surprise is an inviting narrative that makes this book more than a reference book. When using it for reference, I've been sidetracked more than once.

Covering more extensively and more than the northern regions is **NORTH POLE SOUTH POLE** [by Bernard Stonehouse, published by McGraw-Hill Ryerson, Toronto & Montreal] which is a guide to the ecology and resources of both the arctic and antarctic.

Stonehouse notes "This book is one traveller's view of the polar regions. As a young ecologist I worked mostly in the Antarctic. Not until my middle years did I discover the Arctic, in northern Canada and Alaska. It was rather like discovering that there is an opposite sex, and I am grateful that the discovery did not come too late for me to enjoy it."

And the reader can be grateful for that too because Stonehouse's enjoyment of the north pole and south pole is evident throughout the book. This scientist is just the sort of travelling companion you would want on your own discovery of the poles. With the maps alone, one can spend endless hours getting acquainted with the world from one pole or the other. Later reading the text, when one is not distracted by the photographs - of everything from shifting polar pack ice to a view of Nadym, built as model of a Siberian town in the 1970s - one begins to appreciate the treasure chest of pure gold in the text.

For anyone in need of a quick course in the polar world, this book gives an overview from the peoples of the north to science in a cold climate with some history and environmental cautions thrown in. Don't be deceived by its coffee table picture book appearance. This is an essential book for all those truly concerned about the polar world.

## STORIES ABOUT BOOKS

### POLE WALKER

Robert Swan is the first man to walk to both the South and North Poles. He says sheer bloody mindedness got him to the poles not his skill as an explorer, his physical stamina or courage. In his new book, **ICEWALK**, Swan relates the frozen journey of the eight-man international expedition he took to the North Pole in May of 1989 as a member of a British Antarctic survey.

Complications abounded. The weather of minus 30 - 55 degrees Celsius, the loss of vital cooking fuel, a fire in the expedition's tent, a flu virus striking most of the team all combined to challenge the team as a group. Darryl Roberts developed a blister on his heel which eventually worn his skin down to the bone. The expedition considered sending back weaker members of the team. Swan says "people who really shouldn't have been there." Some members were merely there to have a story to tell afterwards, Swan claims. He is now using his experience to be the United Nations' new spokesman for its environmental education program.

### A SCHOLARLY LOOK

The University of Calgary Press has published **SUSTAINABLE DEVELOPMENT THROUGH NORTHERN CONSERVATION STRATEGIES** [edited by Elaine Smith for the Banff Centre for Continuing Education] which is the proceedings of a conference held in Vancouver, B.C. during 1990. This

technical book with well documented arguments covers both the Yukon and Northwest Territories strategies for sustainable development.

### COLDEST PLACE IN CANADA

Portage and Main in downtown Winnipeg claims to be the coldest place in Canada. But according to David Phillips, Environment Canada's most visible weatherman, downtown Yellowknife, Northwest Territories and Saskatoon, Saskatchewan are colder. Phillips has as best sellers a series of weather trivia calendars. He has also written a glossy new book that sets some records straight. **The Climates of Canada**, a \$100,000 project by Environment Canada was released recently.

Some winter myths that he explodes are that Canada is a storehouse of snow which we dump on innocent Americans every winter. Phillips says, "In fact, Canada's Arctic is clean and dry. If we look at our nasty weather, most of it is imported from the United States." Though it sounds facetious, Phillips backs his statement by saying "The warmer air moving north is laden with moisture which is released as snow or rain when it hits Canada's cooler weather systems."

If you require more information about any of the books mentioned in this section, please contact the editor at WCA, 1933 - 5th Street SW Calgary, AB T2S 2B2 or call [403]229-0696 or fax [403] 245-9701.



**Editor's note:** We are always eager to receive news about projects involving our members that also promote the winter cities movement. Vice President Norman Pressman, Professor at the University of Waterloo is developing the following project in Oulu, Finland. Send us reports on your projects and we'll be glad to publish them.

Congratulations and gratitude are due to Professor Pressman.

### OULU, FINLAND COMMENCES WATERFRONT REVITALIZATION STUDY

**T**he harbourfront, only a few blocks from the city centre, in Oulu, Finland (close to the arctic circle) is currently undergoing both an economic and urban design analysis to determine what functions it can support and how they should be translated into built form, in the context of "winter city" design approaches.

Meritulli 2000, as the project is called, has been spearheaded by Mr. Seppo Heikkilä, a management consultant in Oulu, who is preparing the feasibility studies and developing the program of requirements. Aided by the Ministry of Environment and the City of Oulu, a day-long seminar/workshop took place during mid-February 1991 in order to launch discussions with the public-at-large on ideas for the harbourfront site which encompasses roughly 15.6 hectares in area, including one natural and one man-made island. Professor Norman Pressman of the University of Waterloo was invited to Oulu to animate the discussions. Together with Mr. Mikko Mansikka, Deputy Director of the Finnish Ministry of Environment, presentations were made dealing with long-term trends in society, especially within the Nordic countries, focusing on sustainable development issues, how they could be implemented and what urban design expressions these might assume. Trends in Winter City Design and City-Centre project analysis led to the formulation of a Manifesto for Humane, Climate-Adapted Urban form.

**O**n the whole, what is envisaged for Meritulli is a new conference centre and hotel with about 14,000 sq. metres of gross floor space, a revitalized market hall and public square, renovated warehouses, a boat-restaurant/cafe, glazed winter-oriented public spaces, casino and sailing club, 20,000 sq. metres of shops and boutiques, 400 housing units (for 100 inhabitants),

## Oulun keskustan ranta-alueelle haetaan ideoita yleisöluennoilta

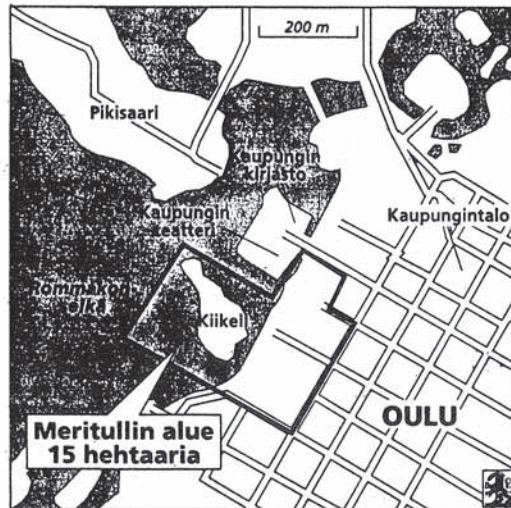
Oulu  
Helsingin Sanomat

Oululaiset pääsevät seuraamaan keskustan ranta-alueen Meritullin kaavoitusta yleisöluennoilla. Luontosarja ei ole pelkästään näyttö kunnallisesta demokratiasta, vaan tilaisuuksissa etsitään uusia ideoita siihen, millainen elävä kaupunkikeskusta voisi olla vuonna 2000.

Oululla on 15 hehtaaria omaa maata ranta-alueella ydinkeskustan tuntumassa. Nyt rannassa on hiipuva kauppatori ja -halli, urheilukenttä, joutomaata sekä tilapäinen venesatama. Kaupunki haluaisi rannasta merellisen käyntikortin, jossa viihtyisivät niin oululaiset kuin matkailijatkin.

### Oulun oma Kamppi-Töölönlahti

Ensin luontosaliin kerättiin luottamusmiehet ja arkkitehdit hahmottelemaan Oulun omaa "Kamppi-Töölönlahti -suunnitelmaa". Luennoitsijoiksi oli kutsuttu maailmankuulu talvikaupunkiasiantuntija, professori Norman Pressman Kanadasta ja rakennusneuvos Mikko Mansikka ympäristöministeriöstä.



Nyt Meritullin ranta-alueella on hiipuva kauppatori ja -halli, urheilukenttä, joutomaata sekä tilapäinen venesatama.

Heti alkajaisiksi kaupunginjohtaja Risto Parjanne lupasi, että Tampereen tapaisia kabinettisopimuksia ei Oulussa suvaita.

"Kaupunki pitää kaavoituksen ohjat demokraattisten päätöksentekien käsissä."

Professori Norman Pressman varoitti suurista, lasilla katetuista kauppakeskuksista. "Ne ovat toinen toisensa kopioita. Kun astut sisään Helsingin Forumiin, et tunne enää olevasi Suomessa. Paikan henki ja perinteet pitäisi elvyttää uudelleen henkiin."

Hyviin keskustakortteleihin pitäisi Pressmanin mielestä saada kauppojen lisäksi julkisia palveluja kuten kirjastoja, näyttelyitä tai päiväkoteja.

Pressman kehotti oululaisia etsimään suojaa talvea vastaan vanhoista rakennustavoista. Tiiviit korttelit suojaaavut meritullelta ja lisäävät mahdollisuutta oleilla ulkosalla useita viikkoja sekä keväällä että syksyllä. Keskieurooppalaisten kaupunkien arkkitehtuurit sopivat Suomeenkin hyvin.

Professorin mielestä oululaisten pitäisi hyödyntää vuodenaikojen vaihtelua. "Ottakaa esimerkiksi Pohjanlahden vastarannalta Luulajasta. Siellä valtaiset lumi-veistokset ja tilvitakat elävöittävät katukuvaa"

Rakennusneuvos Mikko Mansikka toivoi oululaisten ottavan huomioon suunnitelmassaan rakennuslakiin vasta kirjatuun kestävä kehityksen vaatimuksen. "Kaupunkien keskustoja kuormitetaan nyt liikenteellä selvästi yli ympäristön siitokyvyn. Esimerkiksi Helsingissä on liikaa liikennettä ainakin viidenneskään verran."

Kun liikenevyyttä ja parkkipaikkoja suunnitellaan tarpeen mukaan, ollaan Mansikan mielestä oravanpyörässä. "Nyt on aika kääntää korot ympäri. Ympäristön pitää määrätä normit, siksi joukkoliikenne pitää asettaa etusijalle. Ser tukemiseen valtiokin voisi osallistua."



a seafront boulevard and promenade plus parking to accommodate demand.

Within the next 10 - 15 years, "attraction power" of the city centre will be increased by more than five times, enhancing the core area and connecting it to the waterfront in this town of 170,000 regional population.

**T**he City of Oulu is the fourth largest municipality in Finland and the largest in what is considered to be the far-north. It has one of the finest Schools of Architecture, at its university, in the Nordic countries situated adjacent to the development site in a series of pre-Independence "Russian-style" wood structures. Its proximity

to Meritulli and the cooperation between town officials, the School and the local citizen groups assures a most positive outcome regarding the future. The "open discussion" process, encouraged by Seppo Heikkila and the town authorities, stimulates an on-going dialogue which can only produce beneficial results.

The concept plans have not yet been developed but the means for achieving this end have already been initiated. Clearly, Oulu's Meritulli 2000 Plan should indicate future directions for urban centre revitalization in northern cities. The ideas thus far suggested will probably take root in the form of a mixed-use project balancing built form with the preservation of nature in the

skilful manner which is manifested throughout Finnish urbanism and architecture.

**T**he waterfront will be linked via a central pedestrian spine to an existing car-free precinct in the centre of town. New "galleria" type developments will offer a choice of movement through building interiors or out-of-doors, depending on weather severity and seasonal demands.

The winter city movement has sown its seeds in Oulu and should certainly keep a watchful eye on this community to understand how to combine a large-scale project while being sensitive to environmental concerns well beyond the year 2000.

## ROYAL COMMISSION ON THE FUTURE OF THE TORONTO WATERFRONT

DEBORAH WILLIAMS

**T**he Royal Commission on the Future of the Toronto Waterfront began its work as a federal enquiry on June 1, 1988, with the Honourable David Crombie, Commissioner. The Commission's mandate is to make recommendations regarding the future of the Toronto Waterfront, and to seek the concurrence of affected authorities, to ensure that federal lands and jurisdiction serve to enhance the physical, environmental, legislative and administrative context governing the use, enjoyment and development of the Toronto Waterfront and related lands.

During its first year as a federal enquiry, the Royal Commission on the Future of the Toronto Waterfront published five work group reports, two research papers and its first Interim Report. Public Hearings were also held in early 1989.

On October 12, 1989, the Government of Ontario appointed Mr. Crombie to carry on his duties on their behalf, making the Royal Commission only the second federal-provincial Royal Commission in Canadian history. The province also requested that Mr. Crombie broaden the Commission's study area to include the waterfront from Burlington to Newcastle, and north to the Oak Ridges Moraine.

By April 1990, the Commission had published ten book-length reports, numerous working papers and technical papers, newsletters and the first Interim Report. Additional public hearings were also held in April and May of 1990, in issues including a Green Strategy for the Greater Toronto Waterfront.

*Keating Channel, Mouth of Don River, Port Industrial Area*  
Source: M.T.R.C.A.





## ROYAL COMMISSION RELEASES WATERSHED

In September 1990, the Royal Commission on the Future of the Toronto Waterfront released *Watershed*, Mr. Crombie's second interim report since his appointment as Commissioner in March 1988. The report uses the environment as its workbench, advocating the ecosystem approach to watershed management as critical to ensure proper planning of the Greater Toronto Bioregion and its waterfront.

The report's nine guiding principles to managing the waterfront flow directly from the ecosystem approach - that the waterfront be: clean, green, useable, diverse, open, accessible, connected, affordable and attractive. The Royal Commission believes that future policies and proposals for the waterfront should be judged not only on recreational, housing or economic merits, but also on their contribution to improving public use and enjoyment of the waterfront and rehabilitating ecological health.

*The Finch Meander, Rouge River, Jim Robb*

### WINTER WATERFRONT STUDY

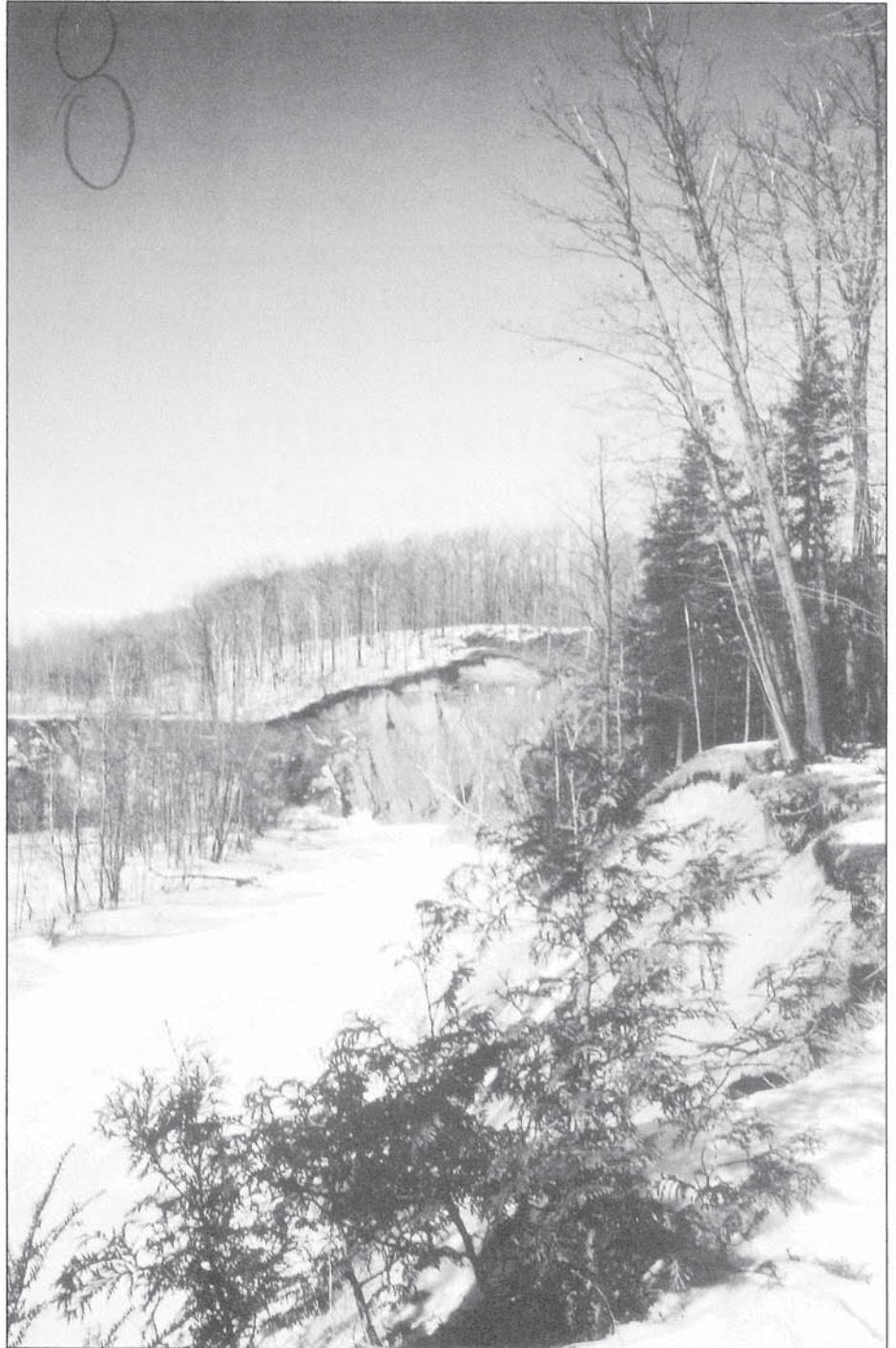
During the Royal Commission's recent hearings on a Green Strategy for the Greater Toronto Waterfront, Ms. Xenia Klinger, member of the Winter Cities Association, suggested that added attention be paid to microclimatic effects when designing buildings on or near the waterfront. Ms. Klinger also suggested that careful landscaping could increase comfort level and year-round use of the waterfront.

The Board of Trade of Metropolitan Toronto made a suggestion at the Commission's hearings, proposing a study on winter use of the waterfront.

In response to these recommendations, the Commission, with the Board of Trade of Metropolitan Toronto, the Municipality of Metropolitan Toronto, and the constituent municipalities, is currently sponsoring *Waterfront Winterscape*, a joint study of winter waterfront uses along the Metro Toronto waterfront.

The *Waterfront Winterscape* study is to provide a comprehensive strategy including guidelines and recommendations which will make the Metropolitan Toronto waterfront as useable, accessible, connected and attractive as possible during the winter season, given climatic conditions. The Winter Cities Association has been invited to name a representative to sit on the Technical Steering Committee.

For more information on the Royal Commission and its on-going work, or for your copies of publications including *Watershed*, contact Commission offices at (416) 973-7185.





## SPECIAL EVENTS

### HIGHLY PRECISE AND INEXPENSIVE PALM-SIZED SNOWFALL SENSOR DEVELOPED

The Hokkaido Industrial Experiment Station and Hokkai Spring Mfg. Co., Ltd. (head office: Otaru) have developed a new snowfall sensor for road-heating. Smaller, more accurate, and less expensive than a conventional snowfall sensor, it will be for sale in the near future.

The newly developed snowfall sensor is equipped with electrodes in a detecting part measuring 6 cm wide, 4 cm deep, and 2 cm thick. When water touches these electrodes, the current begins to flow. And when it reaches a certain voltage, the switch goes on and it starts to heat the road.

The tests, which were repeated many times with the cooperation of NTT (Nippon Telegraph and Telephone Co.) showed that the sensor could detect the threshold amount needed to activate road-heating almost 100% of the time. The researchers succeeded in decreasing the electric power consumption to 5W, or about 30% of the power of fluorescent lighting. In addition, the price is less than 30,000 yen, one-seventh that of the conventional sensor.

Conventional snowfall sensors can be divided into two types: the "non-contact type" which detects snow by reflection of light, and the "contact type" which senses the touch of the snow. However, since the "non-contact type" has a low detection rate, and the "contact type" is unwieldy because of its wide sensing part, neither is widely used.

The person in charge of developing this palm-sized sensor said that the mini-mization was made possible through their original method of signal management, from the time the sensor activates to when the road-heating device switches on. He said that since it is so easy to handle and reasonable in cost, he anticipates that its use will spread to private homes as well.

### **THE 5TH INTERNATIONAL WINTER CITIES BIENNIAL SETS AN IDEAS COMPETITION AIMED AT "LIVING IN HARMONY WITH WINTER"**

**Registration period from March 18th  
to May 29th, 1991**

How can winter cities residents succeed in "Living in harmony with winter"? That's the challenge set up by the International Ideas Awards Competition of the 5th International Winter Cities Biennial for university students, research workers and professionals from winter cities all over the world.

Seven different subjects are proposed to contestants in the fields of environment, outdoor physical activity and urban planning. Participants are invited, for example, to imagine new ways to manage snow removal, to create a physical activity program for youth groups or still, to bring in the winter spirit to the urban public spaces.

The most challenging subject is the Multidisciplinary Grand Prize endowed with one \$20,000 (CDN) prize. Contestants must create an integrated concept for snow removal and outdoor physical activities in renovating an existing residential neighbourhood.

A total of \$86,000 (CDN) in prizes will be awarded in November 1991 by a jury made of seven experts from all over the northern hemisphere (Scandinavia, USSR, Japan, United States and Canada). The jury is presided by Mr. Roland Dore, Chairman of the Board, Ecole Polytechnique de Montreal.

The finalists' projects will be on display at the Biennial where winners will be honoured during a special ceremony. The 5th International Winter Cities Biennial will be staged in Montreal (Canada) from January 17th to the 21st, 1992 and it will bring together some 800 delegates from winter cities everywhere whose common goal is in "Living in harmony with winter" (theme of the Biennial).

The ideas competition, one of the six-part programming of the Biennial, was set up to raise interest on winter related problems in the universities and in the workplace. The organizers wish to acknowledge the contribution of Bell Canada in the making of the competition.

The registration period for the competition starts March 18th and end May 29th, 1991. To obtain the registration form or more information on the competition, please contact the research directors (in the universities), the directors of the concerned municipal services or the Biennial at (514) 872-0571.

## THE ARCTIC WINTER GAMES

### WINTER SPORT'S BEST KEPT SECRET

**Bryce Klug, President, Anchorage  
Winter Cities Association**

The notion of the Arctic Winter Games germinated from the experiences of northern Canadian athletes at the 1967 Canada Winter Games in Quebec City. Athletes from the Northwest Territories and Yukon did not fare well in competition against southern Canadians. It appeared they had inadequate training and competitive experience compared to the "southerners".

Discussions between Stuart M. Hodgson, Commissioner of the Northwest Territories; James Smith, Commissioner of the Yukon Territory; Walter J. Hickel, Governor of Alaska; and Canadian Members of Parliament from the north confirmed that such conditions were consistent across the north. Further meetings resulted in the formation in April 1969 of the Arctic Winter Games, a concept to be nourished and promoted by the Arctic Winter Games Corporation.



The founders of the Games established individual participation, sports development, and cultural/social interchange as the goals for this competition. The Games are intended to be a major developer of northern sport at both the competitive and recreational levels. The Corporation has taken the approach that the fundamental purpose of the Games is to encourage maximum participation by all ages, cultures, and walks of life in a broad range of athletic activity.

The Arctic Winter Games Corporation also places highest importance on the opportunity the Games present to be a common ground for promoting cultural and social interchange among northern peoples and for providing a vehicle for education, understanding and friendship between all peoples, cultures, and races inhabiting the northern regions of the continent.

Sports are selected for inclusion in the Arctic Winter Games in accordance with the Corporation's sport selection criteria. The criteria identifies three sport categories: Major sports, Northern sports, and Emerging/Potential sports.

The following is a list of sports that have typically been included at the Arctic Winter Games:

#### **MAJOR SPORTS**

Badminton, Basketball, Gymnastics, Indoor Soccer, Silhouette shooting, Volleyball, & Wrestling

#### **NORTHERN SPORTS**

Arctic sports (one-foot high kick, two-foot high kick, airplane, & one-hand reach), Broomball, Cross-country skiing, Curling, Dog mushing, Figure skating, Hockey, Ski biathlon, & Speedskating

#### **EMERGING/POTENTIAL SPORTS**

Snowshoeing, Snowshoe biathlon, & Winter triathlon

The Corporation took as its symbol for the Games an intertwined

form against a circular blue background. The three "loops" represent the three original units of the Arctic Winter Games: Alaska, Northwest Territories, and Yukon. The Ulu was selected as the medal to be awarded to champions. The Ulu is a traditional Eskimo knife and is representative of the unique northern culture the Games are associated with.

The Games occur every two years with athletes participating as representatives of "units" which correspond to the participat-

ing areas: Alaska, Northwest Territories, Yukon, and Northern Alberta. The Games rotate informally between communities within these areas on a six or eight year cycle.

The first four Arctic Winter Games from 1970 to 1976 established the Games as a major developer of sport from both an organizational and competitive standpoint. Sport organizations in each of the units grew from a few scattered groups to many coordinated bodies serving a broader interest of areas and levels of sport development

1970 Yellowknife, NWT

1972 Whitehorse, Yukon

1974 Anchorage, AK

1976 Shefferville, Quebec

Note: Observers from Greenland, Russia and Labrador attended the Games to better understand its unique and successful concept. The 1976 Games saw a small group of athletes from Labrador take part in the competition. Northern Quebec joined the cycle in 1972 and ended its participation after the 1976 Games.

Following the first cycle of the Games, during which an organizational and competitive base was established, the second cycle demonstrated increasing sophistication, a higher standard of competition and more efficient organization. Large and small communities alike witnessed enhanced officiating skills along with stronger sport organization and leadership. Although participation in trials levelled off, the number of communities involved grew steadily during this cycle. By the end of the second cycle, the Games has become a northern tradition fostering identity and friendship amongst the peoples of the North.

1978 Hay River/Pine Point, NWT

1980 Whitehorse, Yukon

1982 Fairbanks, AK

Fourteen years after hosting the first ever Arctic Winter Games, Yellowknife, Northwest Territories again played host to the 8th Biennial Games in 1984. This was the start of the third cycle. The 1986 Games returned to Whitehorse for the capital city's third time, while Fairbanks, Alaska hosted the Games for the second time in 1988. The 1986 Games also welcomed Northern Alberta as a guest unit with 57 athletes/coaches participating. Their numbers grew to 75 participants in 1988. Alberta is seriously considering hosting the Games as early as 1994.

1984 Yellowknife, NWT

1986 Whitehorse, Yukon

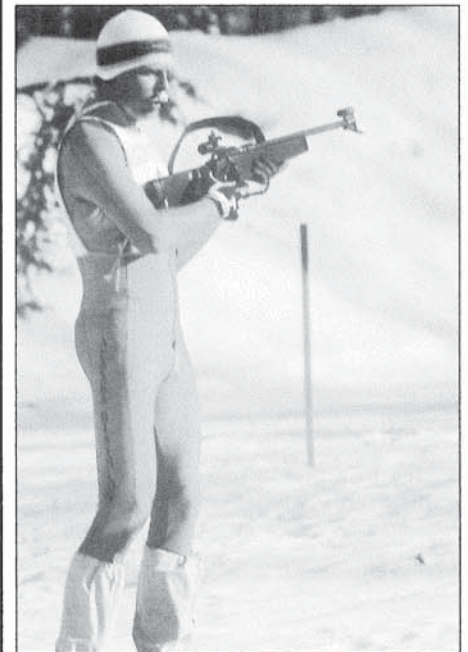
1988 Fairbanks, AK

The Arctic Winter Games are now in their fourth cycle. The 1990 Games were held in Yellowknife with Greenland participating with approximately 30 athletes. The announced plans are to have even more athletes at the 1992 Games. The Magadan region of the U.S.S.R. had "cultural" participants and they hope to have athletes participating in Whitehorse in 1992. The Organizers of the Arctic Winter Games look forward to continuing improvements while retaining the concepts which have made the Arctic Winter Games a most significant northern event.

1990 Yellowknife, NWT

1992 Whitehorse, Yukon

1994 Northern Alberta



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