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THE BRITANNIA OPPORTUNITY

Some of the most coveted real estate in all of British Columbia lies just north of Vancouver on beautiful Howe Sound at Britannia Beach. And the future looks bright. Economic opportunity, environmental reality and public will are focusing on a common new direction for the Howe Sound area. This has begun with the clean-up of Howe Sound, already well underway, and is following with the careful planning for the development of the land itself.

The British Columbia Museum of Mining (BCMM), located at the National Historic Site of Britannia Beach, is uniquely situated to take advantage of these new opportunities. The Museum, governed by the **Britannia Beach Historical Society (BBHS)**, has always been concerned with the preservation of living heritage. The Society has prepared a five-year plan which will imaginatively fuse free enterprise initiative with the rehabilitation and operation of its National Historic Site.

The '**Britannia Opportunity**' consists of the following components:

- the development by the Museum of the overall theme of *'A Day In the Life of a Coastal Resource Community'*, through programs which will be entertaining, educational, recreational, and promotional;
- the rehabilitation and expansion of the Mining Museum and National Historic site so that it will become a world class cultural attraction, providing a venue for Museum programs on mining, geology, and social history;
- the development of a Town Centre at Britannia Beach which will be a model for heritage development in Canada. This will be achieved through the formation of a public and private sector partnership which will include private development, various levels of government, and the BBHS. Working from a Management Plan specific to the Britannia Beach National Historic Site, the development will focus on the revenue generating potential of the BBHS lands and the BCMM operations.



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"A Day In the Life of a Coastal Resource Community"

The Museum tour will create for the visitor an all-encompassing experience. In pursuing the "A Day In the Life . . ." theme, entertaining and education programs will be developed which will focus on:

- current attractions including the Mill, the underground train ride, machinery demonstrations and Industrial site tour
- unique In-situ resources of the site
- extensive collection of artifacts, photographs, and documents
- geology specimens, the mine records, etc.

Entertainment value of the Museum's presentation will be enhanced by the integration into the program of an adaptable 'Street Theatre' format. This will feature actors in period costumes interacting with the visitors. This presentation of social history will bring to life the essence of the central theme.

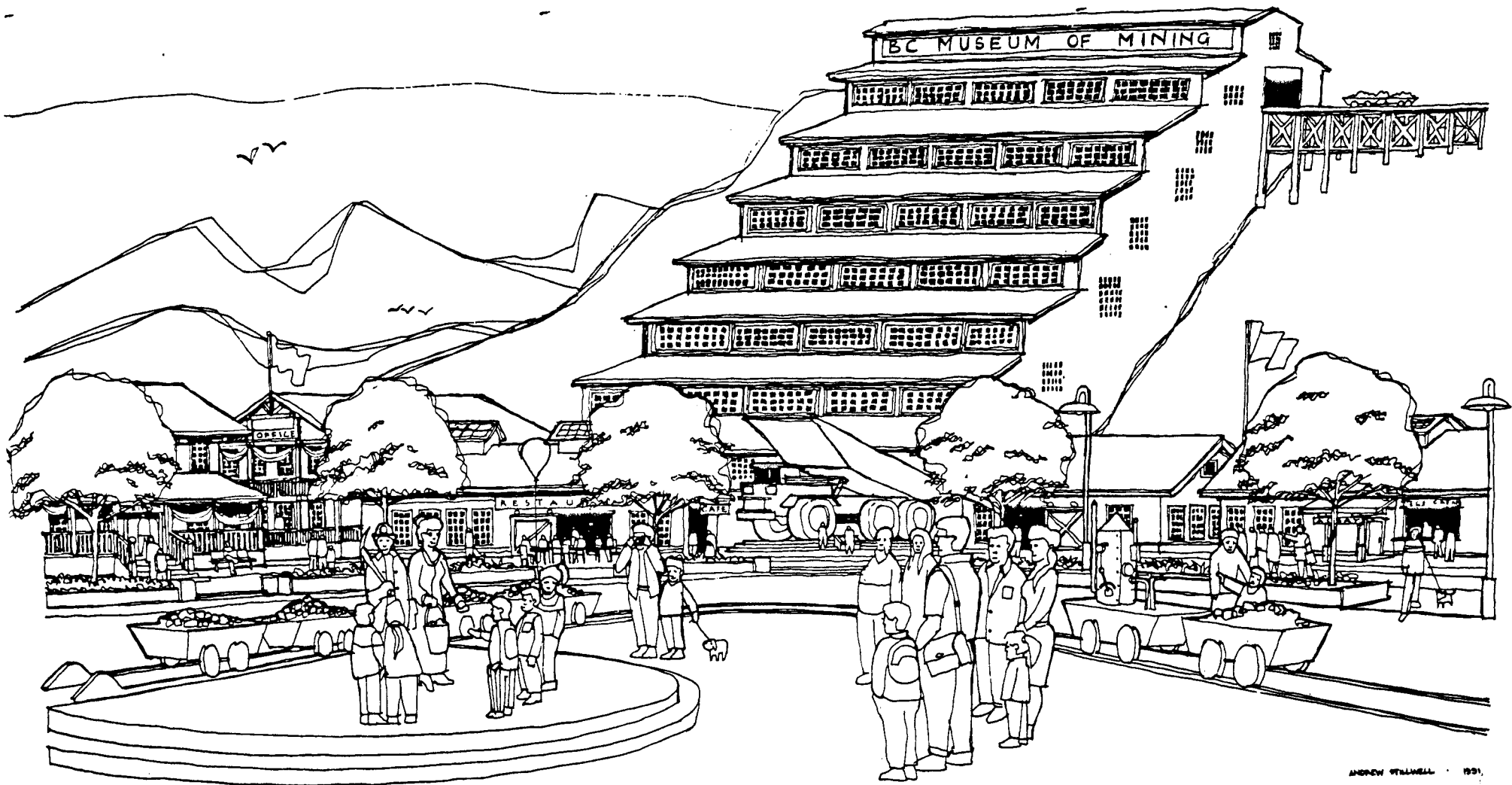
The Future of the Britannia Beach Community

The village will also develop and prosper. The Management Plan calls for the rehabilitation of the exterior of the historical buildings. Their interiors will be adapted for commercial purposes which are compatible with their original use and appropriate for the National Historic Site (i.e., a rock and gem shop, a bakery, a bookstore, restaurants, and numerous other small business initiatives). The Management Plan also calls for:

- a thriving young arts community co-existing with a model retirement community;
- a pocket cruise dock, public pier, marina, and tourist facility;
- a transportation depot to accommodate buses, boats, and trains. A railway siding will be built to accommodate the Royal Hudson Steam Train, a commuter train, and the shipping and handling of goods to and from Britannia Beach;
- a mix of light industry, residential living, recreation, and tourism together with the operation and the rehabilitation of the mining village which will make Britannia Beach an ideal place to live and an exciting place to visit.

The Bottom Line

Leading economists state that by the next century tourism will be the world's largest and most competitive industry. It is essential that careful consideration be given to existing heritage attractions such as the B.C. Museum of Mining. Current operations must be sustained and strategies implemented to ensure that the potential for improvement and expansion, as outlined in the Britannia Opportunity, will be realized.



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