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## Significant EODP Funding Award!



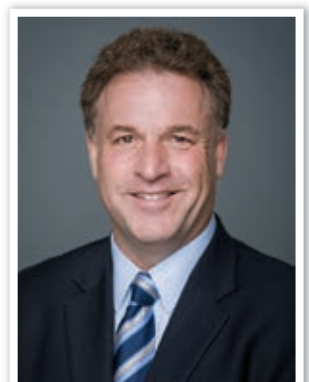
From left are City of Brockville Economic Development Director Dave Paul, Brockville Mayor David Henderson, Member of Parliament for Leeds Grenville Gord Brown, Aquatarium Board and Steering Committee Chair Tony Barnes and 1000 Islands Community Development Corporation Executive Director Tom Russell.

### Federal Government Awards Aquatarium a minimum \$600,000 investment

- The Aquatarium will receive a minimum \$600,000 in funding through the Eastern Ontario Development Program Collaborative Projects initiative. Funds are being used to create interactive exhibits & technology and to support marketing activities for this exciting new regional attraction.
- The Aquatarium was developed to inspire and provide enriching and entertaining experiences to raise awareness and appreciation of the St. Lawrence River and Thousand Islands Region to national and international markets.
- Its economic impact on the region will be significant. It will benefit Eastern Ontario communities, strengthen linkages between urban and rural areas and support job creation in the important tourism infrastructure sector.
- The Eastern Ontario Community Futures Network advocates on behalf of its membership to support regional and local economic development initiatives in Eastern Ontario. It strategically administers and coordinates opportunities that are available to the 15 Community Futures Development Corporations of Eastern Ontario, including the 1000 Islands Community Development Corporation located in Brockville, Ontario.
- On behalf of the communities of Eastern Ontario, the Aquatarium Board of Directors expresses its deepest gratitude to the Government of Canada Federal Economic Development Agency For Southern Ontario (FedDev Ontario), Minister Gary Goodyear, Member of Parliament Gord Brown and the Eastern Ontario Community Futures Network.

“*The Aquatarium will be an important destination attraction for Brockville and I am pleased that the Federal Government, through the Eastern Ontario Development Program Collaborative Projects fund, is able to support its development.*”

GORD BROWN, MEMBER OF PARLIAMENT FOR LEEDS-GRENVILLE







“ We are very proud of our role within the region and extremely humbled that the Eastern Ontario Community Futures Network chose to support this project in such a meaningful way. ”

TOM RUSSELL, EXECUTIVE DIRECTOR OF THE 1000 ISLANDS COMMUNITY DEVELOPMENT CORPORATION

## Supporting the Journey

It all began with a vision to develop a waterfront anchor attraction in Brockville to attract economic development and to further capitalize on its potential as a tourism destination. It was recognized at that time that a major attraction could have significant regional impact in supporting local businesses and regional partners.

The scope, scale and regional benefit received support from Brockville's City Council, federal and provincial members of Parliament, the Ministry of Tourism as well as local and regional tourism organizations. The 1000 Islands Community Development Corporation (1000 Islands CDC) recognized the potential of the opportunity for Brockville and Eastern Ontario

region and jumped on board by providing \$25,000 funding for an initial Feasibility Study. The study found that the development of a Maritime Discovery Centre (MDC) was a unique opportunity that, in addition to its valuable role as an experiential learning centre, could also potentially provide a significant tourism attraction and make a real contribution to the region's efforts to strengthen its role as a tourist destination.

Following the Feasibility Study, 1000 Islands CDC provided an additional grant of \$38,000 to support the development of a Business and Implementation Plan...The official journey of the Aquatarium began!



From left are The Fuller Group of Companies developer Simon Fuller, Member of Parliament for Leeds Grenville Gord Brown, City of Brockville Economic Development Director Dave Paul, and 1000 Islands CDC Chairman Lawrence Fielding.



From left back are 1000 Islands Community Development Corporation Executive Director Tom Russell, City Councillors Stu Williams, Henry Noble and Mike Kalivas. Holding the cheque are Brockville Mayor David Henderson and Member of Parliament for Leeds Grenville Gord Brown.



The building of the Aquatarium begins....



It was identified in the Feasibility Study that the most effective tourism strategy for the Aquatarium was to be linked to other complementary experiences in the community, particularly those associated with the river, the waterfront and the Historic District. With the Aquatarium as the 'anchor attraction' and the other attractions and amenities of the community linked through programming and marketing partnerships, the collective impact on tourism would be considerably enhanced. A 'campus approach' was recommended and with the help of a grant from 1000 Islands CDC, RiverQuest was born. A second grant from the Frontenac CFDC further supported the RiverQuest development journey.

RiverQuest™ is a partnership made up of museums, castles, forts, theatres, art centres, environment reserves, boat tours and much more on both sides of the St. Lawrence River. From Cornwall to Kingston in Canada and from Massena to Sacket's Harbor in the United States. There is so much to see and explore.

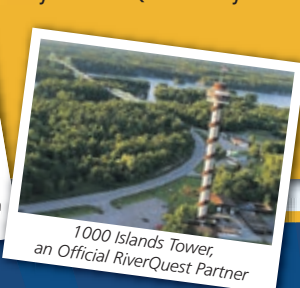
The Aquatarium is 1000 Islands RiverQuest's showcase. It offers visitors a taste of everything there is to do in the 1000 Islands. It will inspire visitors to venture out to explore the storied history, complex ecological systems, and abundant recreational activities found throughout the St. Lawrence River region.

In fact, RiverQuest™ has made it easy to explore the region by developing themed Quests centred on any number of exciting cultural and historical themes, including Pirates & Rum Runners, the exciting history of the Gilded Age and thrilling outdoor attractions in the 1000 Islands that invoke the majesty of the great outdoors.

Visit [1000islandsriverquest.com](http://1000islandsriverquest.com) to start your RiverQuest today!



From left are Lynne Roberge of RiverQuest, 1000 Islands CDC Director Ron Huck, Aquatarium Executive Director Bill Rogerson and The McLellan Group's Doug McLellan.



1000 Islands Tower, an Official RiverQuest Partner



From left are Member of Parliament for Leeds Grenville Gord Brown, Aquatarium Capital Fundraising Committee Chair and Committee Member Paul Fournier, Grenville CFDC Executive Director Heather Lawless and 1000 Islands CDC Director Ron Huck

The Aquatarium is dedicated to providing interactive experiences that infuse a sense of play and competition that inspires a visitor to come again. One of these experiences will be an aerial ropes course set in the articulated ceiling above Discovery Hall. Visitors will be able to navigate 11 different elements while tethered 12' above the floor culminating with a 4-story vertical descent down the main atrium of the Centre.

The 1000 Islands Community Development Corporation and the Grenville Community Futures Development Corporation recognized the value of addressing the need to establish various ways to earn additional revenue for the Aquatarium in order to support its sustainability long term. This great experience would not have been possible without their significant contribution of \$100,000!



“ We are so thankful to the Government of Canada and the Eastern Ontario Development Program for their continued support of the Aquatarium. It is partners like this that allow us to continue our journey in realizing our mandate of becoming part of a world-class region through valued partnerships and building a greater appreciation for the Thousand Islands. ”

BILL ROGERSON, EXECUTIVE DIRECTOR AQUATARIUM



## Discover a world of learning right on the banks of the St. Lawrence River!

The Aquatarium is Eastern Ontario's newest star attraction and it will be opening in 2015! It is a 25,000 square foot, interactive, learning and discovery centre located on the shores of the St. Lawrence River in the City of Brockville.

At the Aquatarium, learning can be as entertaining as it is educational. A variety of interactive adventures and experiences inspire critical thinking through storytelling and play while cultivating an appreciation of the unique history, culture and ecosystems of the 1000 Islands region. Visitors will discover the diverse wildlife of the islands, explore the area's unique history and culture, learn about the economics of the St. Lawrence River, and get their bodies moving in one of many recreational experiences. The Aquatarium invites visitors to join a passionate conversation about the world around them while providing a uniquely educational and wholly entertaining experience.

There are over 17 interactive experiences! Here are just a few:

**Aquaria:** Uncover a gateway to a world of underwater immersion and exploration. The St. Lawrence River is showcased in three distinct aquarium habitats. Each one has a unique ecosystem that you can explore from vastly different perspectives.

**Creation:** Discover a world from more than 10,000 years ago, right in our own backyard! Creation is a hands-on experience that lets you trace your way through the ages including getting to know the ancient Champlain Sea in our salt water touch tank or digging up the past in a mini archeological site.

**Green Screen:** Engage your imagination and pretend again! Escape the day-to-day by participating in one of our awesome Green Screen experiences. Become a roving reporter or take a speeding boat down the St. Lawrence River. Choose from many themes and props!

**The Otter Experience:** Our furry little friends invite you to take a step out of the ordinary and explore the 1000 Islands from their point of view. They will keep you captivated as they swim and play throughout the massive glass-enclosed river habitat.

**SS Kingston:** Our replica of the great paddle steamer SS Kingston will engage explorers with an interactive touchscreen to discover more about the 1000 Islands region.

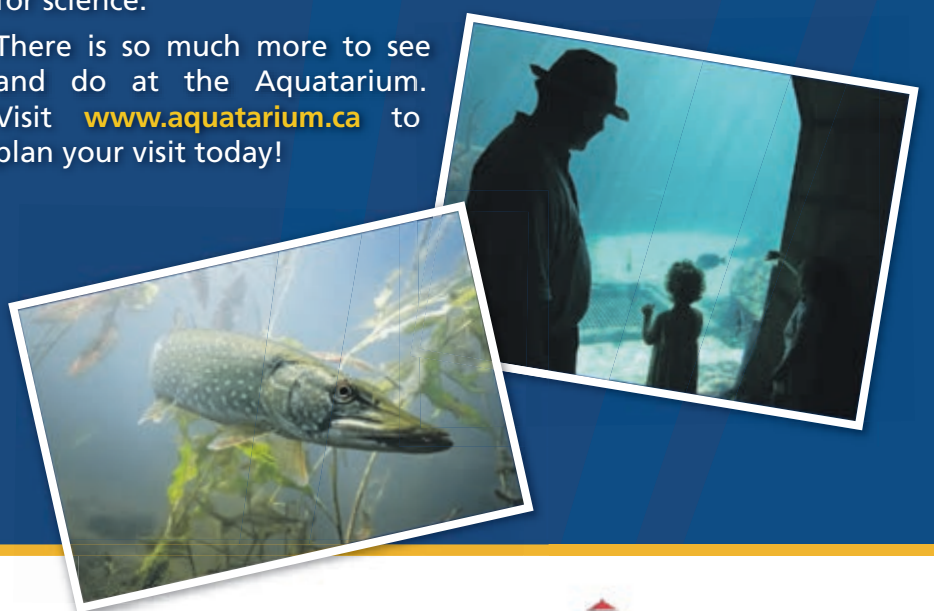
**Ropes Course:** Experience climbing through the rigging of a tall ship with our one-of-a-kind ropes course! Climb across the rigging of our two ships, the SS Kingston and the HMS Ontario, before walking to the edge of the deck—where a 4-storey vertical jump awaits! There's even a mini ropes course and scramble net for the littlest explorers.

**The Power of Water:** Discover some of the amazing things the waters of the St. Lawrence River can do, from generating electricity to providing transportation to changing the shape of the land itself! The Power of Water has an array of engaging and exciting activities for kids and grown-up adventurers.

The Aquatarium isn't only a place for day trips in the Ontario region. We also host a variety of public and private special events, allowing you to experience our discovery centre in a whole new way. Our spectacular venue provides the perfect ambience for galas, monthly mingles and annual celebrations. We can also host birthday parties, weddings, receptions, dinners, sleepovers, meetings, conferences and more.

Of the utmost importance is the Aquatarium's commitment to lifelong learning. Open year-round, the Aquatarium will be a leader in curriculum-based learning for children utilizing experiential and interactive programming that will encourage critical thinking, continued learning and a lifelong passion for science.

There is so much more to see and do at the Aquatarium. Visit [www.aquatarium.ca](http://www.aquatarium.ca) to plan your visit today!



Opening 2015

25,000 sq. ft.  
of signature interactive experiences  
inspired by the 1000 Islands





# Inspire Curiosity and Further Exploration

**The Aquatarium can't survive and thrive without the generous gift of time by incredible volunteers!**

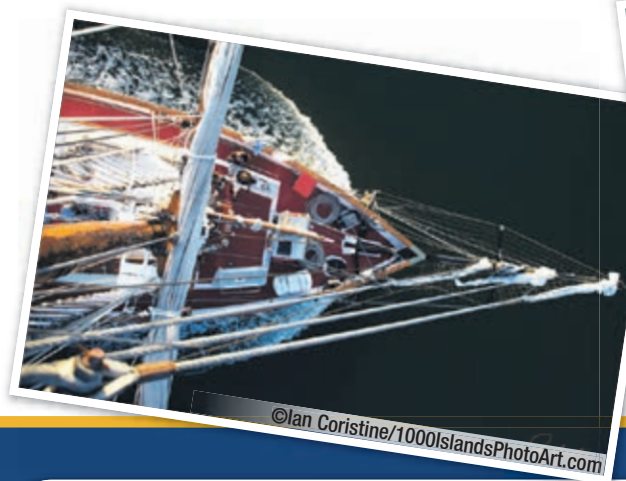
At the Aquatarium, we are dedicated to cultivating awareness and appreciation of the 1000 Islands region through experiences that inspire curiosity and critical thinking. As a non-profit organization, we are looking for part-time volunteers and generous community supporters to help us craft a uniquely educational and entertaining atmosphere.

Volunteer opportunities at the Aquatarium will bring you face-to-face with animals and behind the scenes of exciting exhibits. Explore all the components that make our discovery centre tick, learn new skills and contribute to the 1000 Islands community. Students, youth and adults of all ages are welcome to become celebrated members of our volunteer team.

Volunteering at the Aquatarium means your efforts will be valued, you will be part of a team of passionate individuals, and you will contribute directly to the thriving community of the 1000 Islands. Make new friends, develop skills and knowledge in a new field, learn about animals and help teach and entertain visitors.

The Aquatarium plays a vital role in introducing people from all walks of life to the wonders of the St. Lawrence River and surrounding region.

For more information on becoming a part of our mission, please contact Elizabeth Green at the Volunteer Centre in Brockville at [aquatarium@volunteercentre.ca](mailto:aquatarium@volunteercentre.ca) or visit the Volunteer Centre website at <http://volunteercentre.ca>



## Meet the Aquatarium Team

**Bill Rogerson**

*Executive Director*

**Lesley White**

*Special Projects, City of Brockville*

**Thomas Harder**

*Director of Animal Husbandry*

**Jen Carter**

*Aquarist*

**Trish Buote**

*Director of Development*

## Contact Us

We hope we have inspired your curiosity about the wildlife, history, culture and other adventuresome offerings of the Aquatarium and 1000 Islands.

If you have a question or feedback for us, we'd love for you to drop us a line. For information on planning your trip to the 1000 Islands, or for general information about our discovery centre and ways to plan your visit or get involved, feel free to contact Trish Buote at [tbuote@brockville.com](mailto:tbuote@brockville.com)

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**Canada**

