



AQUATIC BIOSPHERE PROJECT

FOR MORE INFORMATION

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 www.AquaticBiosphere.ca

 <https://www.linkedin.com/company/AquaticBiosphere>



DONATE TODAY!



TIMELINE

Letters of Support

City MOU

Public Campaign

Funding Goal

Operations Target

Engineering

Groundbreaking

Grand Opening

Today

2023

2024

2025

2027

AN EPIC STORY IN A BOLD NEW ATTRACTION

The **Aquatic Biosphere Project** is a proposed \$250 Million public attraction, conservation and research centre. This project will capitalize on the valuable eco-tourism sector, while providing a unique experience for families and other residents in the Capitol region.

Centered around the **Story of Water**, this iconic story starts at the peaks of the Rockies of Alberta, and connects the world through ecology, culture, landscapes, and industry.

With your assistance, we can kickstart this eco-attraction, which is sure to inspire generations.

Help write The Story:

We would love your help! Our current ask is two-fold:

1. **Send a letter of support:** this will be provided to City Council when establishing our case for various properties suitable for this iconic attraction.
2. **Donate:** Our hard working volunteer team needs your assistance to elevate programming and operations. Our \$5 Million seed funding campaign will help with realizing our revenue-positive model - to hire key staff, secure physical office space, develop the project to construction readiness.

Scan the QR code, or get in touch to write *your* chapter - in the *Story of Water*.

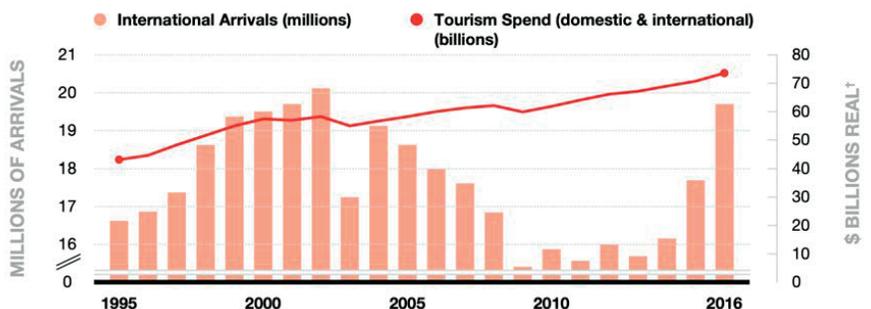
KEY FACTS

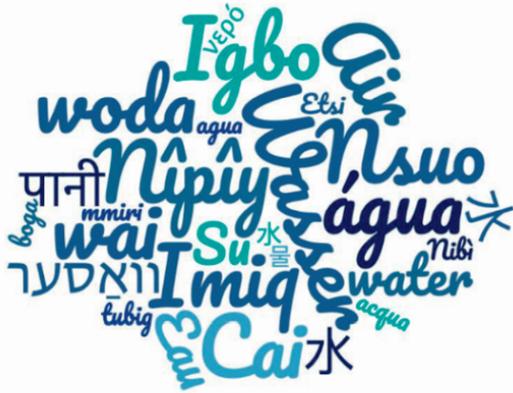
Local Economic Impact

- In a 2017 marketing study, **family activities, education, and conservation** were identified as the three most attractive elements of the Aquatic Biosphere Project.
- **300+ skilled jobs are expected over the life of the project.** These jobs include construction, maintenance, operations, tourism services, and research.
- Local economic impact is estimated at **\$30M+ per year** when the facility is operational.

Visitor Economy

- The global market for nature-based tourism has exploded to **US\$450 billion**, before the pandemic.
 - This project situates itself well within Canada's goals to grow its tourism markets, which generate **\$98 billion annually** for Canada.
- 87% of Canada's **tourism employment** is concentrated in four provinces, with Alberta being one of those provinces.
- Two major sectors Canada is set to focus on are millennial visitors and Indigenous Tourism.
- The Aquatic Biosphere Project facility estimates **535,000 visitors per year by 2030**.





"Water" in various languages.

THE HOLISTIC APPROACH

Telling the Story of Water

The need for facilities to support conservation of ecosystems, improve biodiversity, support public understanding and knowledge has become more important than ever. To save one species often protects many others in an ecosystem. To educate and support public knowledge grows stronger connections to conservation actions. A fundamental understanding of water systems and connections supports sustainable usage in an increasingly water-stressed world. The Aquatic Biosphere has been committed to these purposes from its inception. With a public conservation aquarium, education & research facility, Alberta will have an important role to play in the coming years. For our waters, for our ecosystems, for our home.

Cornerstones

Since 2014, the cornerstones of this project have been innovation, conservation, education and community. We have been privileged to work with the Métis Nation, local universities, and international directors to shape this project into something extraordinary, beneficial, and inclusive. Join us on this journey.

JOIN THE WAVE

Volunteers are the heartbeat of this story.

We have worked with nearly 100 amazing volunteers nationwide since 2014. Currently, there are opportunities in:

- Media, Development & Marketing.
- Conservation and Education Programs.
- Board of Directors applications welcome.

Join the wave:

contactus@aquaticbiosphere.org

LISTEN IN



Aquaticbiosphere.ca/podcast

2 CANADIAN PODCAST AWARD NOMINATIONS

INCLUDING

Outstanding Branded Series & Outstanding Science Series

FREQUENTLY ASKED QUESTIONS

Where will you be located?

The Aquatic Biosphere Project is working with the City of Edmonton and surrounding municipalities to secure a location. We have assessed several high profile locations with accessibility to transit, trails, the river, and roads in mind. The location will ensure iconic architecture and community oriented amenities to enhance visitor experience.

If I donate, how will it help?

Our current campaign aims to raise \$5 Million in funding. Your donations allow for:

- Achieving the next milestones in facility design and engineering.
- Support the preparation of the next major funding drive to complete the legacy facility and ensure community participation in the process.
- Support the sustainable operations strategy, including job creation and continued development of our most popular programming.

What about exhibits?

Exhibits will be carefully designed to encompass the majesty of our aquatic biosphere.

This will include live tanks with reef and other biome displays, multimedia, and interactive centres to promote holistic learning. Animal stocks and species will be carefully selected, with no cetaceans or large animals being considered for this facility.

Is there a feasibility study?

Yes. Completed in May of 2021, the in-depth feasibility study is available upon request. Contact us today for more information.

THANK YOU FOR YOUR SUPPORT:

