



Fort St. Joseph  
National Historic Site

# Annual Management Plan

**Implementation  
Update  
2019-20**



Management plans identify the long-term strategic direction and vision for Parks Canada places. Plans provide a framework for site management, aligning with the Agency's mandate, vision and strategic outcomes. Management plans are guiding documents for decision-making and planning.

This annual update serves as a progress report to partners, stakeholders, and the public outlining our work in implementing the key strategies from the management plan over the last year.

## **KEY STRATEGY 1: From Remote Outpost to 'Must See' Attraction**

This strategy focuses on raising the profile of Fort St. Joseph by expanding reach.

- Started work on a Visitor Experience Strategy and promotion plan for the site. Held a well-attended stakeholder workshop in October to draft an Essence of Destination Statement and help gather information to assist in future goal setting.
- Continued to improve local and regional outreach efforts by attending five community/regional events
- The fort's website saw 1,900 new users this year and engagement on our social media channels was up 49%!



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## KEY STRATEGY 2: Creating 21st Century Alliances and New Fort Experiences

The intent of this strategy is to strengthen relationships and diversify visitor experience opportunities at the site.

- Continued to work with Métis partners on special events and began to establish relationships with several regional First Nations
- Explored potential new partnerships with local and regional organizations and attractions
- 23 amazing volunteers dedicated 283 hours in 2019! Some volunteers also participated in a Historic Weapons Demonstrator course held at the fort in May, which will enable them to assist in future black powder programming.
- Completed new Xplorers booklet with engaging activities for children ages 6-11
- Began daily 'Heritage Demonstrations' to bring interpretation of history alive and lay the groundwork for future programming.



## KEY STRATEGY 3: Preserving the Past and Sustaining the Future

This strategy aims to conserve and maintain cultural resources and contemporary assets.

- Continued to work on deferred maintenance tasks in storage compound
- Began to explore opportunities for archaeological programming at the fort.

For more information on the site's management plan and to read past implementation updates, please visit Fort St. Joseph National Historic Site's Plans and policies page at: <https://www.pc.gc.ca/en/lhn-nhs/on/stjoseph/info/index>