



CAMPGROUND IMPROVEMENT STRATEGY

January 2025

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INTRODUCTION

Beaver County is home to two campgrounds, Camp Lake and Black Nugget Lake, each offering unique experiences for visitors. Camp Lake provides a tranquil, secluded retreat with 71 campsites, including powered, non-serviced, and group options. Its most notable feature is being the only swimmable lake within an hour's drive. Black Nugget Lake, leased from the Government of Alberta, offers 84 campsites with a mix of full-service, powered, non-powered, and group options. Known for its birdwatching and fishing opportunities, Black Nugget Lake benefits from its proximity to larger urban centres, making it a popular choice for weekend visitors.

In recent years, Camp Lake has seen a decline in visitation, raising the need to explore ways to enhance its appeal and attract more visitors. This improvement strategy seeks to strengthen these recreational assets, boost tourism, and ensure both campgrounds remain valued destinations for residents and visitors alike.

Black Nugget Lake is part of a reclaimed coal mine, Beaver County leased the Land from the Province in 1977 and recently renewed the lease until 2060. Administration has been working closely with Alberta Forestry and Parks completing upgrades and finding ways to increase service to visitors.

Camp Lake was purchased by Beaver County in 1963. The previous owner had established the Campground, and the County continued to build on the existing infrastructure. It was once a very busy campground and very family orientated, however in recent years visitor numbers have reduced.

The infrastructure department was assigned campground operations after organizational restructuring in 2023. The department's focus has been to complete upgrades at both campgrounds and improved maintenance to provide an overall better service and camping experience.

CAMPGROUND HISTORY

Camp Lake

In its earlier days, Camp Lake was a bustling destination for campers, often fully booked during peak seasons. Visitors were drawn to its pristine waters, well-maintained facilities, and the tranquil environment it offered. However, in the past two years, changes in management and environmental upkeep have impacted its appeal.

New contract caretakers were hired in 2023, but their challenges arose in maintaining the lake's water quality. This led to the proliferation of freshwater shrimp, significantly affecting recreational swimming and overall visitor enjoyment. Additionally, evolving camping trends have introduced new demands. Modern campers often arrive with larger trailers, requiring more spacious sites and access to powered hookups—amenities that are currently limited at Camp Lake. Addressing these challenges is pivotal to restoring the campground's former popularity.



Black Nugget Lake

Black Nugget Lake has maintained a steady reputation as a reliable and attractive camping destination. Nestled near the Coal Creek Golf Resort and just 40 minutes from an urban center, it has long been a favorite for both overnight stays and day-use activities like fishing. Its history is marked by consistent occupancy rates, bolstered by the scenic beauty and strategic location.



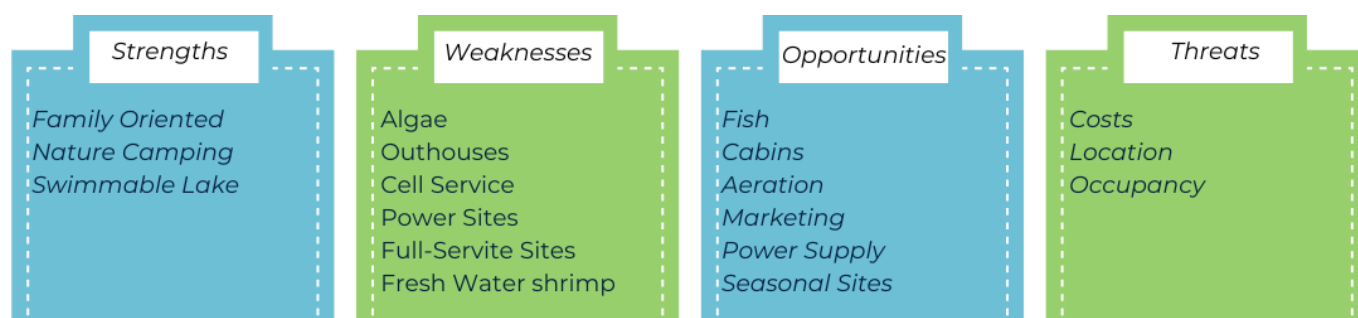
Despite its successes, Black Nugget Lake faces its own set of challenges. As visitor expectations evolve, there is increasing demand for modern amenities such as upgraded facilities, geodomes, and enhanced recreational areas. The campground's history of steady occupancy provides a strong foundation for growth, but strategic investments are needed to cater to contemporary campers and ensure sustained success.

CAMP LAKE ANALYSIS

A SWOT analysis is a strategic planning tool used to evaluate an organization or project by identifying its **Strengths**, **Weaknesses**, **Opportunities**, and **Threats**.

- **Strengths:** Internal attributes or resources that provide a competitive advantage.
- **Weaknesses:** Internal limitations or challenges that hinder performance.
- **Opportunities:** External factors or trends that could be leveraged to achieve objectives or gain an advantage.
- **Threats:** External challenges or risks that could negatively impact success.

This analysis has been completed for Camp Lake to guide the improvement strategy.



Camp Lake excels as a destination for nature enthusiasts, offering a peaceful camping experience with safe water activities. Its swimmable lake is a central attraction, and the campground's family-friendly environment encourages memorable experiences through outdoor activities and relaxation. These strengths position Camp Lake as a unique, tranquil escape for families and outdoor lovers.

Despite its natural appeal, Camp Lake faces limitations that hinder its potential. The lack of full-service and limited power sites can deter visitors seeking modern amenities. Water quality issues, such as an overabundance of freshwater shrimp and periodic blue-green algae, affect the lake's recreational use. Infrastructure concerns, including outdated outhouses, no internet access, limited cell service, and low occupancy rates, highlight the need for facility improvements.

Significant opportunities exist to modernize and enhance the visitor experience. Implementing lake aeration can improve water quality by supporting fish populations that reduce shrimp overgrowth. Adding cabins would offer a more modern camping experience, attracting a wider demographic. Upgrading to phase 3 power would allow for more powered sites, catering to campers seeking electrical amenities. Additionally, strategic marketing and the creation of seasonal sites could boost occupancy and attract long-term visitors.

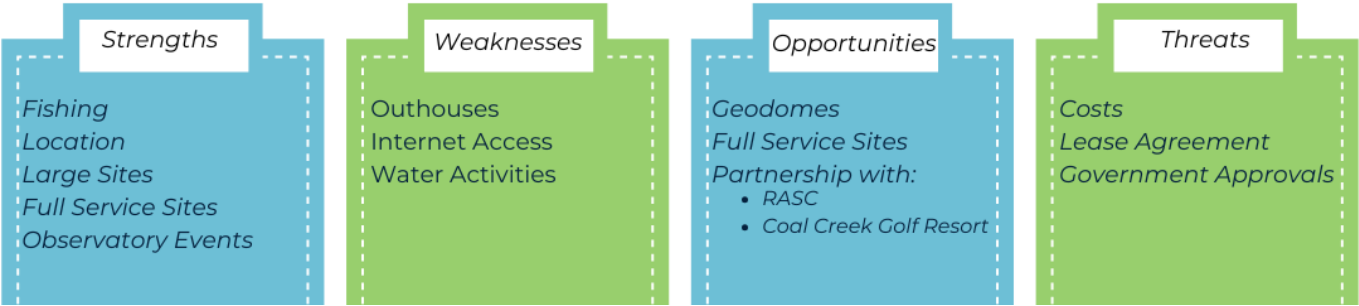
The County must acknowledge these threats to occupancy rates. Camp Lakes remote location (one and a half hours from the greater Edmonton Area), limited accessibility, and rising costs for essential upgrades, repairs, and replacements pose financial challenges that could impact the ability to modernize facilities and maintain infrastructure.

By addressing its weaknesses and capitalizing on growth opportunities, Camp Lake can enhance its appeal as a nature-based camping destination. Investments in infrastructure, improved marketing, and strategic enhancements will position it for long-term success, despite the challenges posed by its remote location and rising operational costs.

BLACK NUGGET LAKE ANALYSIS

This SWOT analysis highlights Black Nugget Lake’s strengths and areas for improvement, outlining actionable opportunities to enhance its appeal while addressing potential risks to ensure long-term success.

Black Nugget Lake Campground boasts several unique strengths, including its reputation as a destination for recreational fishing, which attracts both novice and seasoned anglers. Its proximity to the greater Edmonton area enhances convenience, making it an appealing choice for day-trippers and weekend visitors. The campground offers full-service sites, a key feature that caters to the needs of modern campers. Additionally, the presence of an astronomical observatory draws astronomy enthusiasts, with events organized around stargazing that help increase the campground’s appeal. The nearby Coal Creek Golf Resort further adds to the variety of activities available, enriching the visitor experience.



Despite its advantages, Black Nugget Lake has its weaknesses. The outdated outhouses detract from visitor satisfaction, while the lack of water-based activities limits options for recreation. Furthermore, the campground has untapped potential in offering immersive nature experiences, such as an expanded trail system which could broaden its appeal to more nature-focused visitors.

There are numerous opportunities for growth and enhancement at Black Nugget Lake. Expanding the number of full-service sites would increase capacity and attract additional campers. The introduction of cabins would diversify accommodation options, appealing to families and those seeking a more comfortable camping experience. Partnerships with local recreational facilities, such as Coal Creek Golf Resort, could create package deals and cross-promotion opportunities. Collaborating with the Royal Astronomical Society of Canada (RASC) to host observatory events would maximize the potential of the unique stargazing facility, drawing a wider range of visitors.

Several external factors pose threats to the campground’s development. Constraints from the lease agreement could limit flexibility in future projects or operational changes. Government approvals for upgrades/expansions can be lengthy and complex, delaying progress. Rising costs for materials and labour could impact the feasibility of proposed initiatives.

STRATEGIC GOALS AND OBJECTIVES

Black Nugget Lake and Camp Lake are vital components of Beaver County's recreational portfolio, offering unique outdoor experiences for residents and visitors alike. The strategic goals for both campgrounds aim to modernize amenities, enhance infrastructure, and expand marketing efforts to increase occupancy by appealing to a diverse demographic. These initiatives will position both sites as destinations for nature enthusiasts and campers seeking a mix of rustic charm and modern convenience.

The County plans to introduce modernized accommodations to cater to wider audiences at both campgrounds. Geodomes are recommended for Black Nugget Lake and cabins at Camp Lake providing a unique blend of comfort and outdoor immersion. Upgrading outdated outhouse facilities across both campgrounds will ensure higher standards of cleanliness and sanitation, improving the overall guest experience.

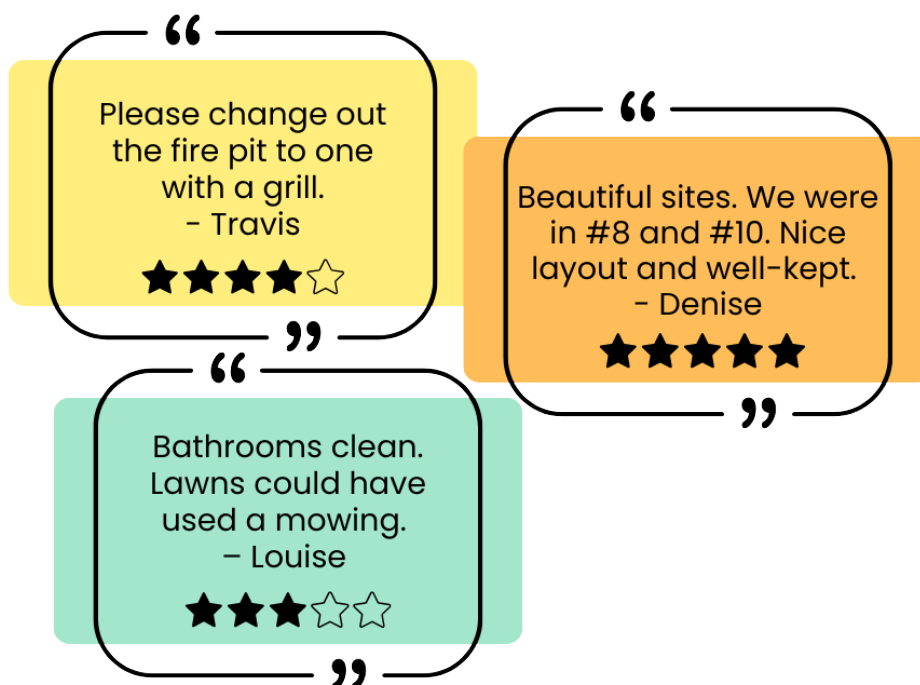
Investments in infrastructure are critical for meeting the evolving needs of campers. At Camp Lake, the installation of a lake aeration system will improve water quality and enhance recreational appeal, addressing environmental concerns (algae) and increasing the lake's usability for activities such as swimming and fishing. Upgrading Camp Lakes power to a phase 3 supply will expand the number of powered sites, accommodating the growing demand from RV users.

By diversifying accommodation options, improving infrastructure, and tailoring marketing efforts, Black Nugget Lake and Camp Lake will meet the needs of a wide variety of visitors. The phased approach to implementing these goals will ensure efficient use of resources while prioritizing immediate improvements. These enhancements will not only increase occupancy rates but also strengthen the campgrounds' roles as key assets in Beaver County's tourism and recreational offerings.

INSIGHTS FROM CAMP LAKE AND BLACK NUGGET LAKE

As part of our commitment to delivering exceptional camping experiences, guest feedback serves as a vital resource for identifying opportunities for improvement. The following reviews capture a wide range of visitor perspectives, providing valuable insights that inform the strategic development of both Camp Lake and Black Nugget Lake. By understanding what guests appreciate most and where challenges lie, where the County can better align our five-year plans with visitor expectations, ensuring these campgrounds continue to thrive as beloved outdoor destinations.

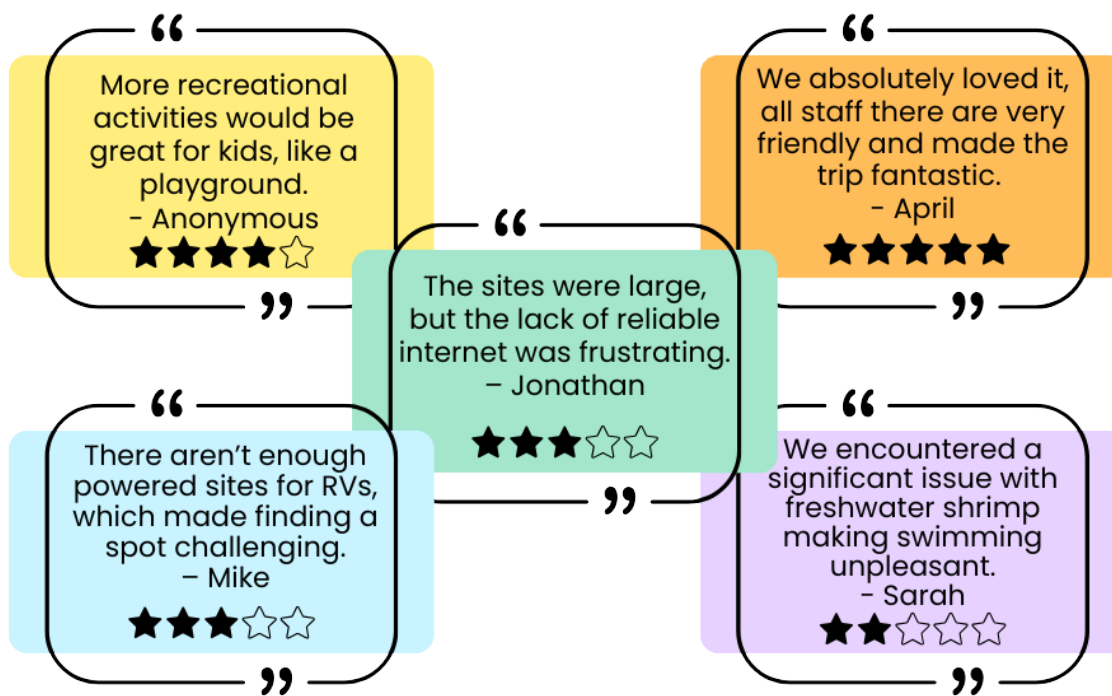
Black Nugget Lake



Black Nugget Lake reviews consistently highlight the campground's well-maintained and scenic sites, with many guests praising its cleanliness and layout. However, feedback also points to opportunities for improvement. While the campground enjoys strong visitor satisfaction, addressing these minor concerns can further enhance the guest experience.

Black Nugget Lake's proximity to the Coal Creek Golf Resort and its appeal for fishing enthusiasts remain significant strengths. Planned investments in geodomes, recreational areas, and facility upgrades align well with guest expectations and will help sustain its reputation as an enjoyable camping destination.

Camp Lake



Guest reviews for Camp Lake emphasize its friendly staff and the spacious layout of campsites. However, they also highlight key areas for improvement. These insights reinforce the importance of prioritizing lake aeration, powered site expansion, and playground upgrades as part of the five-year plan to improve visitor satisfaction and boost occupancy rates.

CAMP LAKE IMPROVEMENTS

2024 Completed Improvements:



Infrastructure Upgrades

Optimizing the foundation of our campgrounds ensures a more functional and efficient environment:

- Redesigned site layouts for improved functionality and accessibility.
- Introduced natural gas for a reliable, energy-efficient resource.
- Installed high-efficiency boiler systems, reducing energy costs and enhancing heating capabilities.
- Upgraded benches and trash cans to elevate visitor comfort and maintain cleanliness.

Visitor Experience Improvements

Creating memorable stays by focusing on comfort, sustainability, and convenience:

- Modernized shower facilities to enhance visitor satisfaction.
- Launched a tree planting initiative, adding beauty while promoting environmental sustainability.
- Developed a new boat parking area for improved access and convenience.
- Implemented regular beach water testing to ensure ongoing safety and quality.

Branding and Cohesion

Strengthening our identity and enhancing communication:

- Designed a new logo for cohesive branding across both campgrounds.
- Revamped our website with updated information and improved navigation for a better online experience.

Safety and Maintenance

Prioritizing health, safety, and streamlined operations:

- Completed playground repairs to meet safety standards and ensure usability.

- Addressed water concerns with boil water resolutions, guaranteeing safe drinking water for all visitors.
- Maintained updated health and safety standards to ensure compliance and visitor protection.
- Modernized contracts for smoother processes, protecting both campers and Beaver County.

Proposed Improvements

This proposal outlines a strategy for the development and enhancement of Camp Lake's facilities over the next five years. The primary objectives are to improve the campground's infrastructure, increase revenue through diversified accommodation, recreational offerings, and enhance overall guest experiences.

The proposed improvements will focus on modernizing essential services, expanding lodging options, upgrading recreational features, and improving environmental sustainability. These investments will ensure that Camp Lake remains a competitive destination for campers and visitors, offering a blend of modern amenities and outdoor recreation.

2025: Focus on Sanitation, Water Quality, and Revenue Stability

Task	Description	Estimated Cost
Outhouse Upgrades	Upgrade all outdated outhouse structures to provide modern, eco-friendly restroom facilities that enhance cleanliness and visitor comfort.	\$20,000
Lake Aeration System	Install a lake aeration system to improve water quality, mitigate occurrences of blue-green algae, and enable fish introduction to manage freshwater shrimp overpopulation. This enhancement will create a healthier ecosystem, supporting recreational activities like swimming and fishing while ensuring better conditions for fish survival. The system is built with stainless steel and PVC diffusers designed for long-term use. Regular maintenance is required on the compressors such as oil and filter changes, and to maintain peak performance, diffuser tubing and check valves may require replacement every 8-10 years. The system includes a 5-year warranty on diffusers and airlines, though damage from animals or equipment is not covered.	\$330,000
Total Investment for 2025:		\$350,000

2026: Infrastructure Modernization and Environmental Enhancements

Task	Description	Estimated Cost
Outhouse Upgrades	Continue the upgrade of outdated houses for a total of eight (four locations).	\$30,000
Power Upgrade to Phase 3 Supply	Undertake a major power infrastructure upgrade to a Phase 3 supply to meet the growing demand for powered campsites. This will enable Camp Lake to accommodate modern RV campers and improve the visitor experience. Grants will be pursued in 2025 to help offset costs. The project involves running 15 kilometres of phase 3 power supply from Kinsella to Camp Lake, upgrading the on-site transformer, relocating poles, and distributing power to all campsites. Once infrastructure upgrades are complete, electricians will install site cabling, step-downs, and necessary connections.	\$1,500,000
Fish Stocking	Following one year of aeration, water quality is expected to improve significantly, creating a viable environment for fish stocking. Introducing fish to the lake will provide new fishing opportunities, attract anglers, and enhance the lake's recreational appeal, with fish feeding on the freshwater shrimp to help further balance the ecosystem.	\$4 per fish
Seasonal Sites with Winter Storage	Introduce seasonal campsites that include winter storage options. This initiative will ensure consistent occupancy in less desirable sites while providing guaranteed year-round revenue, including the off-season.	No cost
Total Investment for 2026:		\$1,530,000 plus cost of fish

2027: Introduction of Recreational Features and Cabins

Task	Description	Estimated Cost
Outhouse Upgrades	Build four additional outhouses to eliminate the need of porta-potty's (six locations total).	\$30,000
Cabin Construction	Construct a cabin to diversify accommodation options and appeal to visitors seeking comfortable, modern lodging. This addition will attract individuals and families who do not have access to recreational vehicles or motorhomes, making the campground more inclusive and accessible.	\$25,000
Mini Golf Installation	Install a mini-golf course to introduce a family-friendly recreational feature. This activity will enhance the visitor experience by offering an engaging and fun option for guests of all ages, encouraging longer stays and repeat visits. This will also give the opportunity to relate the two campgrounds (Camp Lake and Black Nugget Lake) with an activity. The front 9 holes will be at Black Nugget Lake and the back 9 will be at Camp Lake, encouraging them to visit both campsites.	\$10,000

Total Investment for 2027: \$65,000

2028: Expanded Family-Friendly Amenities

Task	Description	Estimated Cost
Cabin Construction	Expand cabin accommodations in response to visitor demand, constructing two additional cabins annually. This phased approach aims to achieve a total of eight cabins, providing modern lodging options that cater to guests without access to RVs or motorhomes.	\$55,000
Playground Development	Develop a new, inclusive playground to create a family-friendly space that meets the needs of children of all ages and abilities. Grant applications will be submitted in 2027 to help offset costs, ensuring the playground offers a safe, engaging, and accessible experience for younger visitors while encouraging extended stays and repeat visits.	\$100,000
Total Investment for 2028: \$155,000		

2029: Facility Enhancements and Continued Cabin Expansion

Task	Description	Estimated Cost
Cook Shack Upgrades	Modernize the existing cook shack to improve its functionality for families, groups, and events. Upgrades will include new shingles, siding replacement (as needed), repainting, and repairing any structural damage to ensure the facility is safe, aesthetically pleasing, and ready for public use.	\$50,000
Cabin Construction	Construct two additional cabins to accommodate increasing demand for modern lodging options, ensuring the campground continues to attract visitors seeking a comfortable alternative to traditional camping.	\$60,000
Total Investment for 2029: \$110,000		

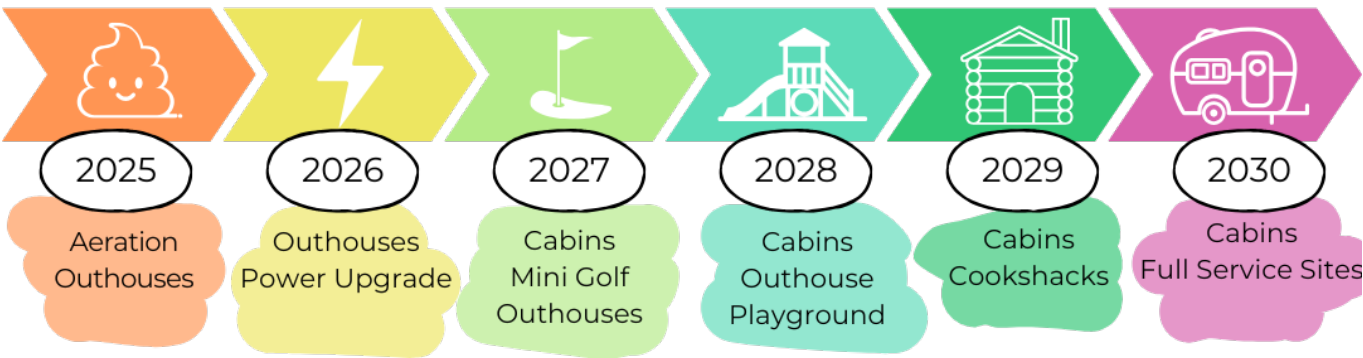
2030: Full-Service Site Expansion and Lodging Improvements

Task	Description	Estimated Cost
Full-Service Sites	Develop 10 full-service sites equipped with water, sewer, and power hookups. This expansion will cater to RV users and long-term campers who require premium amenities, increasing the campground's competitiveness and appeal to a broader audience.	\$700,000
Cabin Construction	Complete the construction of cabins to accommodate increasing demand and continue to attract visitors seeking a comfortable alternative to traditional camping.	\$65,000
Total Investment for 2030: \$765,000		

Summary of Proposed Investments (2025-2030):

Starting in 2025, Camp Lake will initiate significant upgrades, including the modernization of outhouses, the introduction of a lake aeration system to improve water quality, and the development of seasonal sites with winter storage to guarantee year-round revenue. As the plan progresses,

additional investments will be made to expand infrastructure, including a major power upgrade, cabins, recreational opportunities like mini-golf and the stocking of fish which will also improve the lake's ecosystem.



The total investment for these proposed improvements is **\$2,975,000**. With these strategic enhancements, Camp Lake is set to become a more attractive and sustainable camping destination, offering diverse lodging and recreational experiences for all types of visitors.

BLACK NUGGET LAKE IMPROVEMENTS

Recent Campground Enhancements:



Infrastructure Upgrades

Laying the groundwork for a more efficient and comfortable stay:

- Conducted a power upgrade inspection, ensuring electrical systems meet current standards following the Phase 3 upgrade.
- Upgraded the septic tank to improve wastewater management for better hygiene and efficiency.
- Enhanced the sewer dump station, adding convenience for RV users.
- Installed high-efficiency boiler systems to provide better heating and energy savings.

Visitor Experience Improvements

Focusing on comfort and usability to delight our guests:

- Modernized shower facilities, boosting visitor satisfaction.
- Redesigned site layouts, optimizing functionality and accessibility.
- Launched a tree planting initiative, enhancing the campgrounds' natural appeal and promoting sustainability.

Branding and Communication

- Strengthening our identity and enhancing outreach:
- Updated the website to improve navigation and provide up-to-date information for a seamless online experience.
- Created new logos, establishing cohesive branding for both campgrounds.

Safety and Administration

- Ensuring safety and seamless operations:

- Revised health and safety standards to guarantee compliance and protect visitors.
- Modernized contracts, streamlining processes to enhance camper experiences while safeguarding Beaver County's interests.

Proposed Improvements

This proposal outlines a five-year improvement plan for Black Nugget Lake Campground, focusing on infrastructure upgrades, expanded recreational offerings, and modernized accommodations. The primary goal is to enhance the campground's appeal, attract a broader demographic, and generate consistent revenue. Key initiatives include upgrading sanitation facilities, expanding unique lodging options such as geodomes, introducing recreational activities, and enhancing guest services to ensure an improved visitor experience.

2025: Initial Upgrades and Modernized Lodging

Task	Description	Estimated Cost
Outhouse Upgrades	Upgrade four outdated outhouse structures to provide modern, eco-friendly restroom facilities that enhance cleanliness and visitor comfort.	\$20,000
Natural Gas Install	Complete the natural gas install for easy maintenance.	\$30,000
		Total Investment for 2025: \$50,000

2026: Expanding Facilities and Recreational Offerings

Task	Description	Estimated Cost
Outhouse Upgrades	Complete the outhouses with a total of five locations (10 outhouses total).	\$30,000
Geodome Preparation	Design the decking and flooring of the geodome for streamlined installation in 2027.	\$30,000
Playground Development	Create an inclusive, accessible playground designed for children of all ages and abilities. This new facility will not only provide a safe and engaging environment for younger visitors but also encourage families to stay longer and return year after year. To help offset the costs, grants will be applied for in 2025 to support the development of this community-centered feature.	\$100,000
Seasonal Sites with Winter Storage	Introduce seasonal campsites that include winter storage options. This initiative will ensure consistent occupancy in less desirable sites while providing guaranteed year-round revenue, including the off-season.	No cost
		Total Investment for 2026: \$160,000

2027: Diversified Recreational Opportunities

Task	Description	Estimated Cost
Geodome Installation	Begin the installation of two (2) geodome accommodations.	\$60,000
Mini Golf Installation	Introduce a mini-golf course to enhance recreational offerings, providing a fun, family-friendly activity for all ages. This addition will further solidify Black Nugget Lake's reputation as a versatile destination, attracting both day visitors and overnight campers looking for additional entertainment options.	\$10,000
Total Investment for 2027:		\$70,000

2028: Infrastructure for Enhanced Guest Services

Task	Description	Estimated Cost
Geodome Installation	Continue the expansion of geodomes dependant on demand. A total of four (4) Geodomes will be available for rent.	\$70,000
Lake Rental Shack	Develop a lake rental shack to offer recreational equipment rentals, such as kayaks, paddleboards, and paddleboats, allowing guests to fully enjoy the lake. This facility will enhance the campground's appeal by providing a variety of water-based activities, making the lake a central attraction for visitors. This will depend on the liability on Beaver County and research will begin in 2026 to view what other Counties offer.	\$30,000
Total Investment for 2028:		\$100,000

2029: Full-Service Site Expansion

Task	Description	Estimated Cost
Full-Service Sites	Expand Black Nugget Lake's infrastructure by developing 10 full-service sites with water, sewer, and power hookups. These sites will cater to RV campers and long-term visitors seeking modern amenities, ensuring the campground remains competitive and appealing to a broader audience. This expansion will also help accommodate the rising demand for premium sites with all-inclusive services.	\$600,000
Total Investment for 2029:		\$600,000

2030: Facility Enhancements

Task	Description	Estimated Cost
Cookshack Upgrades	Upgrade the existing cookshacks to enhance the overall guest experience. These improvements will focus on	\$50,000

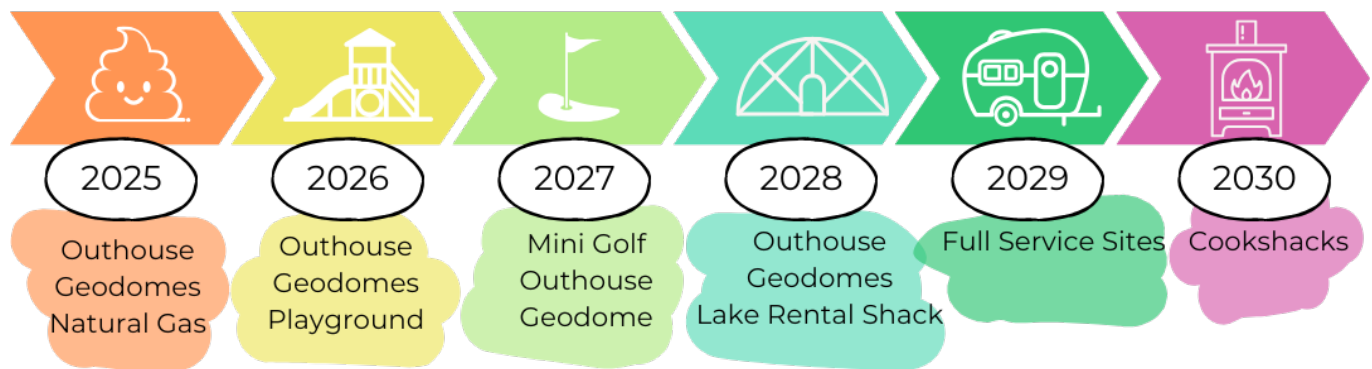
modernizing cooking and dining areas, making them more functional for group gatherings, family events, and community functions. By offering improved facilities, the campground can cater to larger groups and events, attracting more visitors and encouraging extended stays.

Total Investment for 2030: \$50,000

Summary of Proposed Investments (2025-2030):

This proposal outlines a comprehensive plan for upgrading and expanding Black Nugget Lake's facilities. The primary goals are to enhance visitor satisfaction, increase occupancy, and offer a diverse range of modern accommodations and recreational opportunities. Key improvements include the upgrade of outhouses, the installation of geodomes, the development of seasonal sites, the addition of a mini-golf course, playground, and full-service sites, and the expansion of recreational services such as kayak and paddleboard rentals.

Starting with the modernization of restroom facilities and unique geodome accommodations in 2025, the plan progresses with additional infrastructure and amenities, such as a new playground, mini-golf course, and increased geodome installations. Over the years, full-service sites will be introduced to cater to RV campers, while cookshack upgrades will ensure modern dining experiences for guests.



The grand total for Black Nugget Lake's proposed improvements is **\$1,030,000**. This investment will transform the campground into a year-round destination that offers a variety of experiences to visitors, making it a more attractive and competitive option for both day visitors and overnight campers. With this strategic development, Black Nugget Lake is poised to become a leading recreational site in the region.

MARKET ANALYSIS AND VISITOR TRENDS

Over the past four years, Camp Lake has faced a steady decline in occupancy, underscoring the need for targeted improvements to reverse this trend. Contributing factors include limited modern amenities, aging facilities, and increased competition from campgrounds offering enhanced services. Despite these challenges, the campground holds significant potential to attract more visitors through strategic modernization and an expanded range of offerings tailored to evolving market demands.

Current trends indicate that many campers seek a blend of nature-focused experiences and modern conveniences such as reliable internet, powered RV sites, and unique recreational opportunities. Family-friendly destinations and campgrounds with flexible options, like cabins and seasonal site rentals, are increasingly popular. Furthermore, the demand for year-round services, including over-winter storage, has grown, providing an opportunity for steady revenue during off-peak months.

Planned upgrades, including lake aeration, upgraded outhouses, Starlink internet, mini-golf, cabins, and expanded powered sites, are expected to significantly enhance visitor satisfaction and occupancy rates. Seasonal site offerings will attract long-term campers and provide a consistent revenue stream, while over-winter storage will ensure financial productivity even in the off-season. These initiatives are designed to align with modern camper expectations, positioning Camp Lake to regain its status as a premier destination.

Black Nugget Lake, by contrast, enjoys a stable and steadily growing occupancy rate, showcasing its success as a reliable destination for outdoor recreation. Its prime location, just 40 minutes from an urban center, makes it a convenient choice for those seeking a quick vacation or day trip. The neighboring Coal Creek Golf Resort, a top destination for golf enthusiasts, serves as a significant draw and complements the campground's appeal.

The campground attracts a diverse range of visitors, with strong overnight stays and increasing awareness driving further growth. Fishing is a major driver of day-use activity, appealing to local residents and travelers alike. Combined with its recreational offerings, the proximity to a golf resort, and the natural charm of the lake, Black Nugget Lake consistently attracts families, outdoor enthusiasts, and leisure travelers.

These trends highlight Black Nugget Lake's strong potential for sustained growth and underscore its value as a foundation for future investments in amenities and infrastructure. By capitalizing on its strategic advantages and addressing growing visitor demands, the campground is well-positioned to further enhance its reputation as a premier outdoor destination.

MARKETING AND PROMOTION STRATEGY

To increase visibility and attract a wider audience, Camp Lake and Black Nugget Lake will adopt a comprehensive marketing and promotion strategy that integrates traditional and digital platforms. A key initiative is the launch of a tourism-focused social media account for Beaver County, aimed at highlighting the unique attractions and amenities of both campgrounds and surrounding recreational areas.

The strategy will leverage platforms such as Instagram, Facebook, and TikTok to share high-quality visuals and videos showcasing the natural beauty, family-friendly activities, and enhanced amenities of Camp Lake and Black Nugget Lake. Key features like Camp Lake's upcoming improvements and Black Nugget Lake's proximity to the renowned Coal Creek Golf Resort will be prominently featured to appeal to a diverse audience.

Targeted campaigns will promote seasonal site availability, special events, and over-winter storage options at Camp Lake, while highlighting Black Nugget Lake's geodomes, fishing opportunities, and popular day-use areas. To further enhance engagement, user-generated content will be encouraged through photo contests, camper testimonials, and the sharing of visitor experiences. This approach will foster a vibrant online community while amplifying the campgrounds' reach through authentic and relatable content.

Partnerships with local attractions such as Coal Creek Golf Resort and organizations like the Royal Astronomical Society of Canada (RASC) will enhance the campgrounds' appeal by offering complementary activities such as golf packages and stargazing events. Additionally, introducing family-friendly programming and seasonal events will draw more visitors and provide opportunities for cross-promotion with community partners.

To ensure effectiveness, the marketing strategy will include regular monitoring of performance metrics such as social media engagement, occupancy rates, and visitor feedback. These insights will inform adjustments to the strategy, ensuring it remains aligned with visitor needs and market trends. By implementing these initiatives, Camp Lake and Black Nugget Lake will boost their online presence, attract a broader demographic, and build a loyal visitor base, driving occupancy growth and ensuring long-term success.

OPERATIONAL PLAN

Maintenance and Facility Management

Both campgrounds will rely on contracted services for onsite contacts, bookings, facility maintenance, cleaning, and groundskeeping. Contracts will be secured for three years with the possibility of a two-year extension to ensure consistent, high-quality upkeep. Daily cleaning schedules will prioritize washrooms, outhouses, cabins, and high-traffic areas to maintain cleanliness and guest satisfaction. Weekly inspections by Beaver County will consist of playground equipment, cook shacks, and recreational infrastructure—such as mini-golf courses and geodomes—to ensure visitor safety and compliance with provincial standards. In preparation for the off-season, winterization of facilities such as cabins, water systems, and seasonal campsites will be completed to protect infrastructure from weather-related damage by Beaver County.

Visitor Experience and Customer Service

To enhance visitor experiences, contracted service providers will serve as the frontline for customer interactions. These contractors will be responsible for welcoming guests, managing reservations, and addressing any immediate concerns. Clear communication through posted schedules, signage, and online platforms will ensure visitors are aware of available activities, campground rules, and upcoming events. Digital reservation systems will streamline site bookings, including seasonal site management and winter storage requests, offering both convenience and transparency for campers. Contractors will be trained to report any emerging maintenance concerns promptly, ensuring minor issues do not escalate into costly repairs.

Marketing and Promotion

To attract more visitors and build awareness of new amenities, a targeted marketing strategy will be implemented. A dedicated tourism-focused social media account will showcase both campgrounds, highlighting improvements such as geodomes, cabins, mini-golf, and full-service sites. Engaging content, including visitor testimonials, seasonal promotions, and event announcements, will drive interest and bookings. Specialized events, such as fishing tournaments at Camp Lake potentially or stargazing weekends at Black Nugget Lake, will appeal to niche audiences while fostering a sense of community and encouraging extended stays. Discounted rates or bundled packages across both campgrounds can encourage visitors to experience the unique amenities of each location.

Revenue Management and Growth

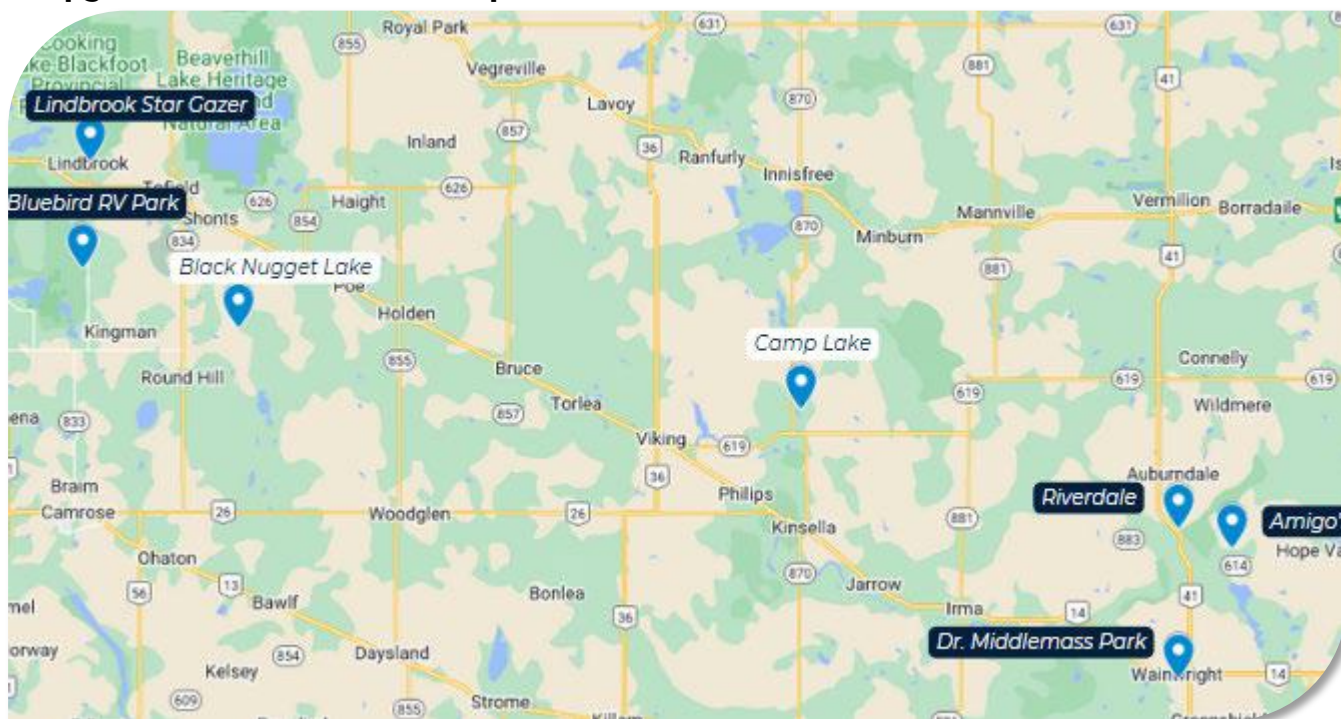
The expansion of seasonal sites, cabins, and full-service RV sites will provide a stable, diversified revenue stream for both campgrounds. Offering winter storage options at Camp Lake will generate additional income during the off-season, ensuring year-round financial stability. Recreational features, such as mini-golf and lake equipment rentals, will create opportunities for supplemental revenue while enhancing the overall visitor experience.

Long-term growth strategies will focus on balancing capital investments with sustainable operations. Regular reviews of occupancy rates, maintenance costs, and visitor feedback will inform future improvements and help prioritize high-return projects. Pursuing grants to offset major investments, such as playgrounds and power upgrades, will remain a key focus to ensure cost-effective development without burdening budgets.

CAMPGROUND RATES COMPARISON

To ensure the County's campground rates remain competitive and aligned with regional offerings, a comparison has been conducted with similar campgrounds in the area. This analysis considers factors such as amenities, services, and site types to provide a balanced perspective on pricing and value. The findings will help guide rate adjustments that support both operational sustainability and visitor affordability.

Campgrounds included in the comparison:



Key Findings:

- **Power and Non-Serviced Rates:** Camp Lake and Black Nugget Lake offer competitive pricing, with powered sites at \$36 and non-serviced sites at \$30, aligning closely with regional averages.
- **Full-Service Sites:** Nearby campgrounds with full-service (water, power, and sewer) range from \$32 to \$50 per night, with Black Nugget Lake positioned at the mid-range of \$42.
- **Seasonal Rates:** Seasonal site pricing varies widely, from \$1,823 at Riverdale to \$4,000 at Lindbrook Star Gazer, depending on amenities and services.
- **Additional Amenities:** Many campgrounds offer extra features such as free firewood, Wi-Fi, pools, and clubhouses, which can influence pricing.

Rate Comparison

Location	Amenities	Full-Service	Power	Non-Serviced	Seasonal Rates (May 1 - Sept 30)
Camp Lake	Concession Swimmable Lake Beach Playground	N/A	\$36	\$30	N/A
Black Nugget Lake	Full service 30A Concession Fishing Lake Playground	\$42	\$36	\$30	N/A
Dr. Middlemass Park (Wainwright)	Full service 30A Additional power 15A Free Firewood Free Wi-Fi	\$36.75	\$23.10	N/A	N/A
Riverdale (Wainwright)	Full service 30A Clubhouse River with beach Mini Golf Ball diamonds Playground	\$32	\$26	\$15	\$1,823 - \$3,787
Amigos (Camrose County)	Full service 30A Additional power 15A Free Firewood Free Wi-Fi Recreation Building Pool	\$35	N/A	N/A	\$3,000
Lindbrook Star Gazer	Full service 50A Recreation Building Pool	\$50	N/A	N/A	\$3,500 - \$4,000
Bluebird RV Park	Full service 30A & 50A Additional power 15A Clubhouse Laundry Off leash area	\$42	\$25	N/A	\$2,800 - \$3,300

FINANCIAL ANALYSIS

Camp Lake Financial Overview (2018-2023)

Year	Revenue	Expenses	Capital Expenditures	Net Revenue
2018	125,060.88	131,398.02	94,769.99	-6,337.14
2019	105,028.51	108,141.82	4,900.00	-3,113.31
2020	112,989.63	97,471.08	-	15,518.55
2021	134,377.12	133,881.46	-	495.66
2022	89,121.08	100,835.44	-	-11,714.36
2023	99,248.10	98,955.54	62,342.97	292.56
Total:	\$665,825.32	\$670,683.36	\$162,012.96	\$-4,858.04

Key Insights for Camp Lake:

- **Revenue Trends:** Revenue peaked in 2021 at \$134,377.12 but declined significantly by 2023 to \$99,248.10, indicating a steady downward trend due to decreased occupancy and limited amenities.
- **Expenses vs. Revenue:** Expenses have consistently exceeded revenues, with a notable deficit in 2022 and 2024. The capital expenditures in 2023 and 2024 reflect ongoing investment in upgrades.
- **Net Revenue:** The net revenue has been volatile, with a small surplus in 2021 and 2023 but substantial deficits in 2022.

Black Nugget Lake Financial Overview (2018-2023)

Year	Revenue	Expenses	Capital Expenditures	Net Revenue
2018	38,246.88	40,789.57		-2,542.69
2019	179,830.67	126,698.03	-	53,132.64
2020	189,279.33	109,375.53	-	79,903.80
2021	239,859.63	219,753.67	-	20,105.96
2022	131,881.02	140,207.33	130,991.55	-8,326.31
2023	199,457.68	121,167.18	226,625.32	78,290.50
Total:	\$978,555.21	\$757,991.31	\$357,616.87	\$220,563.90

Key Insights for Black Nugget Lake:

- **Revenue Growth:** Black Nugget Lake has seen strong revenue growth, with a peak in 2021 at \$239,859.63, followed by fluctuations due to capital investments.
- **Capital Investments:** Significant capital expenditures occurred in 2022 and 2023, reflecting upgrades and maintenance investments to improve facilities.
- **Net Revenue:** Despite large capital expenditures, Black Nugget Lake maintained positive net revenue, particularly in 2023, showing strong financial health.

Comparative Summary

- **Camp Lake:** Camp Lake struggles with declining revenue and frequent deficits, highlighting the urgent need for improvements and enhanced marketing to boost occupancy and revenue.
- **Black Nugget Lake:** Black Nugget Lake demonstrates stronger financial performance, with consistent revenue growth and successful capital reinvestment, serving as a model for Camp Lake's revitalization efforts. Investing in infrastructure, marketing, and modern amenities at Camp Lake is essential to emulate Black Nugget Lake's success and restore financial stability.

PERFORMANCE METRICS AND EVALUATION

Occupancy & Revenue Growth

The primary focus is to increase occupancy rates and revenue generation. This will be measured by tracking the occupancy rate on a year-over-year basis with a target of a 10% increase by 2026. Revenue growth will be evaluated through a comparison of annual revenue, both overall and broken down by site type (e.g., tent, RV, cabins). The success of seasonal sites will be tracked through the booking rates, aiming for at least 8% of the campground's total sites to be occupied seasonally by 2026. Additionally, winter storage utilization will be monitored, with a goal to achieve 50% capacity of the seasonal sites by 2026.

Customer Satisfaction & Engagement

Customer satisfaction will be assessed through regular feedback collection. Any complaints received will be tracked, with a goal to respond within 48 hours. Social media engagement will be monitored through metrics such as followers, likes, shares, and comments, aiming for a 5% engagement rate in the first year from followers. Website traffic and online booking will also be tracked, with a goal of increasing website traffic and bookings by 10%.

Marketing Effectiveness & Reach

The effectiveness of marketing efforts will be measured through social media growth, aiming for a 20% increase in followers across platforms by 2027.

By regularly tracking these metrics, both campgrounds can ensure they are on track to meet their goals, improve operations, and enhance customer satisfaction, ultimately increasing visitation and revenue.