Oak Hammock Marsh Wildlife Management Area:

- 36 square kilometer Provincial wildlife management area (9,000 acres, 3,600 hectares)
- 300 species of birds have been identified
- Important staging area for migratory birds (hundreds of thousands of bird fly through)
- Habitats include: wetland, tall-grass prairie, lure crops, nesting cover, wet meadow, aspen/oak forest, willow bluffs
- Designated as a Ramsar site in 1987
- (IBA) Important Bird Area “Bird Life International”
Mission:

“To Connect People with Wetlands”
Programming

- Public (tours, presentations, canoes, films)
- School (curriculum-based, all ages, on and off site)
- Youth (sleepover, birthday parties, camp)
- Special events & Public workshops
- Educator training (In-service days)
- Offsites (festivals)
- Exhibits (various themes)
Engaging your neighbours

- Unique aspects of your site (indoor/outdoor)
- Current programming
- Shoulder seasons/slow times
- Special events: Linking with local clubs/organizations
- Hours of operation
- Promotion & partnerships
- Food services & gift shop
Unique aspects of your site
Public programming

“Wow” factor

Experiential

Interpretive Moments
World Wetlands Day

- Colouring contest – schools and public
- Snowshoeing & “Shuffle Duck”
- Themed presentations/wetland films
- Groundhog Day!
School and Youth

- Curriculum-based
- Interactive
- Affordable (based on market)
Current programming/site

Returning visitors want to see something different:

• New temporary or seasonal exhibits
• Moving current exhibits around “freshening up”
• Themed walkabouts (wader walks, birding by ear)
Shoulder Season

• Joining a theme tying you to a community
  – E.g. “Voyageur Days” school programs: programming linked to “Festival du Voyageur” in Winnipeg. School programs increased significantly – Feb/March

• Outreach: Presentations to youth groups, seniors and community groups
Special Events – linking with local organizations

Rock and Mineral weekend

Astronomy nights

Rock and Mineral Club
Mineral Society of Manitoba

Royal Astronomical Society of Canada
Workshop partners

Kite Boarding lessons

Carving guild workshops

Cooking with cattails
Outside of regular hours-
diversifying your audience

Monthly Astronomy nights

Annual Migration concert wine
and cheese
Media partnerships with other attractions

Media – shared advertisement

Local attractions – joint passes
Food Services & Gift shop

• Seasonal gift shop specials
• Event dinners (local companies, family reunions)
• High tea
• Brunch
• Group specials (local clubs/groups)
Final thoughts..

*Flexibility is the key to success/survival!*

- Several successful programs have been suggested by stakeholders (potential customers).
- Flexible programs, flexible hours