



## Fact Sheet

Located on the Traditional Territory of the Williams Treaties First Nations in Peterborough, Ontario, The Canadian Canoe Museum stewards the world's largest collection of canoes, kayaks, and paddled watercraft.

As part of the Museum's responsibility for this cultural asset of national significance (Senate of Canada, 2013), it now displays 100 per cent of its collection in its new purpose-built 65,000-square-foot home on the waters of Little Lake that aspires to be as innovative as the canoe itself. With an array of indoor and outdoor spaces, the Museum inspires visitors to learn about Canada's collective history and reinforce our connections to land, water, and one another – all through the unique lens of the iconic canoe.

The Museum was named to the list of Best Cultural Spots on National Geographic's Best of the World 2024, the brand's annual guide of the most exciting, meaningful, and one-of-a-kind travel experiences for 2024.

### Project Fast Facts:

- Situated on a five-acre site, the new museum and overall campus provide stunning west-facing views of Little Lake, a connection to the Trans Canada Trail and is surrounded by public parks.
- Designed by Unity Design Studio (formerly Lett Architects Inc. of Peterborough, ON), the architecture is inspired by craftsmanship and the use of natural elements, such as Corten steel siding and exposed mass timber, reflects a connection to the land and the artistry of the canoe.
- Construction project management services provided by Chandos Construction.
- Building and construction completed by local community companies and trades.
- The two-story, 65,000-square-foot museum and lakefront campus, located on the Trent-Severn Waterway, form the key part of this project, which, in its entirety, cost a fully-funded \$45M to realize.
- The sustainable design of the new museum echoes its natural surroundings, minimizing the impact on the environment.
- The Museum encourages active transportation to the site by paddling, walking, or biking.

### Campus and Facility Features:

- An integrated Collection Hall that displays 100 per cent of the Museum's more than 600 watercraft in a Class "A" controlled museum environment, an artifact conservation standard.
- Lakefront Events and Education Centre with a sweeping view of the lake.



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- Authentic Artisan and Canoe-Building Studio to facilitate hands-on learning.
- Accessible Library and Research Room.
- Café with a fireplace and adjacent Lakefront Terrace.
- Lakefront Campus with a Canoe House, Gathering Circle, campfire pit, accessible boardwalk, a walk-in canoe launch, an adaptive canoe and kayak launch and two expansive seasonal docks to accommodate on-water and outdoor education programming.

### **Exhibits Highlights:**

- 20,000-square-foot Exhibition Hall featuring a brand-new suite of exhibits.
- As part of the exhibit design and development process, the Museum invites Indigenous Peoples to share their stories in their own voices as together, we are working to preserve and share these artifacts in the collection.
- Visitors will see and hear Indigenous languages and voices from the moment they enter the Museum.
- The local Michi Saagig dialect of Anishnaabemowin is used throughout the building and within its exhibits alongside English and French.
- Additional Indigenous languages are featured in relation to specific watercraft.
- The Indigenous Languages Program is supported by TD Bank Group through the TD Ready Commitment.

### **Destination and Economic Impact:**

- The new museum is primed to become a significant cultural and recreational tourism destination between Toronto and Ottawa.
- It will play a vital role in shaping the region's identity as a premier travel location known for its vibrant community space, outdoor programs, events, and canoeing activities.
- Destined to become a significant economic contributor to the local economy and its vibrant waterfront community, adding an estimated \$5.6M annual tourism spend for Peterborough-Kawartha.
- Overall economic impact of the new museum project is estimated at \$111M.

**Social Media:** @cndncanoemuseum

**Hashtags:** #NewCanoeMuseum #WatersEdge #BestOfTheWorld

### **For further information:**

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