

Booze and Bars in the Bow Valley: A Brief History of Pub Culture in the Canadian Rockies

Book Proposal – Stephanie Laine Hamilton, Spring 2020

Overview

Booze and Bars in the Bow Valley: A Brief History of Pub Culture in the Canadian Rockies tells the tale of Canmore – Kananaskis and Banff National Park from its earliest days to today. Remaining built heritage stands alongside long-hidden vintage ephemera exposed at archives. The final result is a highly visual craft history about brewing and pub culture in the Bow Valley, which is timely in light of the boom in craft beer in Alberta since legislation changes were made in 2016. The intent of this book is to let the highly visual source materials reveal the history of resource development and park establishment in the Bow Valley. All of this is framed by the places people could get a drink, and still do.

Over 6.5 billion beers are served in pubs across Canada annually, and many are beers once again being brewed fresh in local breweries. People are generally interested in the history of brewing and distilling in Alberta, they are also interested in the historical pub culture of the places they live in and visit. ***Booze and Bars in the Bow Valley*** address topics of brewing and distilling alongside the historic buildings, where members of the thirsty public (local or visitor alike) in Banff and the Bow Valley have been able to tip back a beer for decades. Alcohol distribution and consumption is a feature of many hotels from the early days to today—but only so many still serve beer and spirits over 100 years later.

These buildings and their distribution history merit further inquiry based on popularity and perseverance alone! Plus, there's no shortage of amazing source materials to illuminate the stories this book is telling. The author is an historian, a rocky mountain dweller, and an avid beer drinker; but, above all else, an extremely proud compiler. The result is ***Booze and Bars in the Bow Valley: A Brief History of Pub Culture in the Canadian Rockies***—the Best of the Best in flip-through format, especially curated to be engaging, easily accessible and extremely visual. Topics include (but, are not limited to): liquor legislation, unbelievable personalities, heritage pub culture, plus—maps! ***Booze and Bars in the Bow Valley*** is part history, part guidebook—and the only book you really need when visiting the Bow Valley!

Collective regional identities in Western Canada can be seen in examination of heritage buildings and the societies that built them. Pub culture in Western Canada is no exception. This type of exploration is unique and the common thread is its continuity—beer sales, yesterday and today. All of the buildings researched are still licensed and in operation today. Collective identities are created among the working men, as well as the travelers that continue to meet in the hotel beer parlors and pubs of Banff for the last 130 years! Pub culture heritage research is original in studies of Western Canada, and wide varieties of cultural tourism are growing economic sectors across Alberta and Western Canada. Always a tourism destination, Banff has drawn people to it for a very long time—from indigenous use of these lands thousands of years ago to current visitation trends that result in millions of visitors to park spaces annually. Banff is the first of Canada's national parks and as such it can't help but be an emblem of nation building and collective identity creation—all topics considered in ***Booze and Bars in the Bow Valley***.

Target Audience

The hierarchy of human needs places food (washed down by beer) and shelter (the hotels within which the ‘bars’ are) near the top. That kind of universal understanding suggests **Booze and Bars in the Bow Valley** would have a clear appeal to range of visitors to Banff. Broadly speaking, the age range of the target audience of **Booze and Bars in the Bow Valley** is anyone over 18 years of age (legal drinking age in Alberta, c.2020). This book will also appeal equally to men and women, regardless of urban or rural demographic.

Not only is **Booze and Bars in the Bow Valley** part history and part travel guide, it is also part beer and part whisky—a *boilermaker* of sorts! In the bookstore, you could find **Booze and Bars in the Bow Valley** in several areas/categories:

- History—Canadian, Regional/Local, CPR/Railroad
- Travel—Banff National Park
- Culinary—Beer/Brewing, Spirits/Distilling

Bow Valley Tourist Base

There is a substantial built in market base in the Bow Valley region. Banff National Park and the broader Bow Valley, including Canmore and Kananaskis see over six million visitors annually.

- Banff National Park – over 4 million visitors annually
- Canmore / Kananaskis – over 2 million visitors annually

Potential Markets in Banff National Park	Potential Markets beyond Banff National Park
Venue Retail – i.e. Hotel Giftshops	Mountain Parks – Jasper NP, Yoho NP, Kootenay NP, Waterton NP
Pursuit Retail – i.e. outlet shops	Provincial/Regional Parks – Kananaskis – Canmore, Castle – Crowsnest Pass
Specialized Retail – i.e. Main Street Giftshops	Specialized Retail – booksellers Heritage Tourism – i.e. cultural institutions, libraries provincewide
Heritage Tourism – i.e. cultural institutions, libraries	Urban/Interprovincial – Calgary, British Columbia

Alcohol Tourism Market

The alcohol tourism market has exploded since legislative changes in 2016 made it easier to brew beer and distill spirits in Alberta. A substantial portion of these have merchandise sales.

Brewery Numbers, c.2020		Distillery Numbers, c.2020	
Bow Valley	4	Bow Valley	3
Calgary	38	Calgary	8
Alberta	123	Alberta	37

Besides historians (armchair, academic, or otherwise), most people that enjoy the vintage appeal of beer and/or built heritage, will also enjoy this book. Large, and growing, online communities already exist. Below is a sample cross section taken from Facebook group ‘likes’ (March 2020).

- Historical Pictures – 42K
- Historical Societies – New York 102K, Lethbridge 13K
- Craft Beer Lovers – 25K
- Most Alberta breweries have between 1,000K to 10,000K—i.e. Big Rock 16K, Grizzly Paw 8.3K
Hell’s Basement 7.9K, Village 6.3K, Coulee Brew 5K
- Similar numbers seen for Alberta distilleries—i.e. Eau Claire 6.6K, Wildlife Distillery 5K

About the Author

Relevant Publications

- *Booze & Bars: A Brief History of Pub Culture in the Crowsnest Pass*. Crowsnest Historical Publishing: 2016.
 - + over two dozen peer-reviewed conference proceedings, book chapters, and encyclopedia entries
 - newspapers, (e)magazines
 - Crowsnest Heritage Newsletter, *Heritage News: Issue #44 – Pub Culture*, Sept 2016
 - promotional materials—brochures, advertising copy, media releases, exhibit labels, interpretive signage
 - *Canmore Nordic Centre Provincial Park*—2017 – 2019
 - *Frank Slide Interpretive Centre*—2011 – 2018
 - *Leitch Collieries Provincial Historic Site*—2011 – 2018
 - *Hillcrest Mine Disaster Memorial Cemetery Provincial Historic Site*—2011 – 2018
- + numerous articles on regional Western Canadian History—traditional and electronic media

Past Media Appearances / Press / Awards and Recognition

- Print articles
 - Pass Promoter – Hillcrest Mine Disaster, 2014
 - Pass Promoter – Booze and Bars Tours, 2011
- Television & radio interviews
 - CBC Online – Booze and Bars; Women and Prohibition, 2018
 - Mountain Radio – Booze and Bars publicity, 2016
 - Global Radio – Hillcrest Mine Disaster, 2014
 - CBC Radio – Hillcrest Mine Disaster, 2014
 - CTV – Leitch Collieries Provincial Historic Site, 2013
- Awards
 - 2019: Whyte Museum of the Canadian Rockies Archives—Lillian Agnes Jones Research Fellowship
 - 2010 & 2016: Alberta Heritage Resources Foundation—Research Grant

Recent Invited Speaking Engagements

- Historical Bus Tours, Walking Tours, and Talks – “Booze and Bars: A Brief History of Pub Culture in the Crowsnest Pass,” Crowsnest Pass Doors Open and Heritage Festival, 2011 – 2020.
 - “The Sick Family and Lethbridge Brewing,” Alberta Genealogical Society, Lethbridge, May 2019.
 - “Booze and Bars: A Brief History of Pub Culture in the Crowsnest Pass—and Beyond!” Lethbridge Historical Society, Lethbridge AB, March 2017.
 - “Booze and Bars: Pick and Sick,” Galt Museum, Lethbridge AB, November 2017.
- +over a dozen national and international academic conference presentations (2006 – 2011)

Collaborative effort in some areas, currently working with other topic specific experts on content for the ***Booze and Bars in the Bow Valley*** manuscript:

1. Legislative Piece – Chronology of liquor-related legislative changes in Alberta
 - a. w/Michael Gourlie, Government Records Archivist at the *Provincial Archives of Alberta*
2. Brewing Piece – Process, Ingredients, Brief History
 - a. w/Pete Jervis, Master Brewer at Grizzly Paw Brewing in Canmore, Alberta
3. Distilling Piece – Process, Ingredients, Brief History
 - a. w/Keith Robinson & Matt Widmer, Wildlife Distillery in Canmore, Alberta

Currently in the finishing stages of publishing a book chapter in *Hybrid Poetry and Tertiary Pedagogy* (forthcoming, Routledge 2021) that highlights aspects of my working process as an historian and interpreter to increase accessibility for the masses.

- “Trans-contemporary Word Culture: Late Antique Cento, 20th c. Cut-ups and 21st c. Craft Culture,” in ***Hybrid Poetry and Tertiary Pedagogy***, Dean Gui & Jason S. Polley eds. (forthcoming, Routledge: 2021)

Marketing Plan

Steps I am taking now to promote and market ***Booze and Bars in the Bow Valley: A Brief History of Pub Culture in the Canadian Rockies***.

Currently working with the *Whyte Museum of the Canadian Rockies* to develop several community outreach tours/exhibits/events related to specific venue research contained in the ***Booze and Bars in the Bow Valley*** book. All tours will incorporate an exhibition and heritage piece, a walking tour piece to discuss built heritage piece (site tour if possible), and end with a site visit to either a brewery or distillery to discuss respective process, and have a drink!

- Tours like these that I developed and delivered for the *Crowsnest Pass Doors Open and Heritage Festival* from 2011 to 2019 related to my publication ***Booze and Bars: A Brief History of Pub Culture in the Crowsnest Pass*** were consistently over-subscribed. Tours like these are great exposure for the book!

Look into developing similar tours in collaboration with; 1) *Canmore Museum and Geoscience Center* focused on the Canmore piece of the publication—Canmore Hotel and coalmining specifically), and 2) *Provincial Archives of Alberta* related the legislative piece in collaboration with Michael Gourlie.

Look into publishing a *Cairn* article with the *Whyte Museum of the Canadian Rockies* (perhaps a series—one for each venue, highlighting archival ‘discoveries’ related to each).

In the process of updating all personal / business websites and social media—creating focused Instagram account.

I have another publication, ***Booze and Bars: A Brief History of Pub Culture in the Crowsnest Pass*** (2016), and have spoken for various special interest groups in the past. I intend to reach out to new and previous partners/collaborators and to make use of network connections to grow opportunities to promote the book – i.e. renew membership Interpretive Guides Association, Canmore Museum and Geoscience Center, Alberta Genealogical Society, Doors Open – CNP 2020, Galt Museum and Archives, look into other memberships/locations that could foster appropriate networking opportunities.

Lillian Agnes Jones research has lead to establishing relationships with hospitality insiders (including, Pursuit – Banff and Jasper Collection) related to each venue in Banff and Canmore. These connections will be revisited as outreach related to the book ramps up nearer publication. All have expressed an interest in working with the author in a variety of ways related to promotion and sales of the ***Booze and Bars in the Bow Valley***.

Competitive Titles

The categories within which ***Booze and Bars: A Brief History of Pub Culture in the Canadian Rocky Mountains*** most logically fit are not overly saturated—yet! Some competitive titles are considered below.

- 1) Hennessey, Jonathan; Smith, Mike & Aaron McConnell. ***The Comic Book Story of Beer: The World's Favorite Beverage from 7000 BC to Today's Craft Brewing Revolution***. 2015.

New York Times Bestseller. Historian, brewer, illustrator collaboration.

Booze and Bars in the Bow Valley is similar in some respects, as the intent is to be highly visual in the telling of our heritage themes. Hamilton acts as a curator to pull together the most interesting pieces of a heritage building's past lives—working with archival specialists, library scientists, collections managers, hotel proprietor/operators, brewers, distillers, and historians to find and show case them to their fullest extent in print. Highly visual formats, lend themselves particularly well to self-declared 'non-readers'—they will usually look at the pictures.

- 2) Sainsbury, Brendan & Michael Grosberg. ***Lonely Planet Banff, Jasper, and Glacier National Parks, 4th edition***. 2019.

#1 – Banff Travel Guide on Amazon.ca

Highlighted pros in reviews include: user friendly highlights/itineraries and contextual insights. These will also be the types of highlights that will make ***Booze and Bars in the Bow Valley*** a user-friendly favorite too!

Booze and Bars in the Bow Valley specifically focuses on built heritage hotels and related pub culture that has manifested and shaped Banff over the last 125 years—a tourist mainstay since the earliest days. ***Booze and Bars in the Bow Valley*** would be an interesting, and useful on-site addition to pick up while spending time in Banff.

- 3) Swinnen, Johan & Devin Briski. ***Beeronomics: How Beer Explains the World***. 2017.

Booze and Bars in the Bow Valley as a microcosm study enhances the macrocosm of ***Beeronomics*** in commercial alcohol consumption in Canada's first National Park established in 1885. Both books similarly consider both the past and the present, however ***Booze and Bars in the Bow Valley*** will be more specific and much more visual in its presentation. The economic aspects of beer and liquor consumption examined in ***Booze and Bars*** are considered through the lenses of legislation, hospitality, and tourism.

- 4) Reichwein, PearlAnn. *Climber's Paradise: Making Canada's Mountain Parks, 1906 – 1974*. 2014.

Just as Climber's Paradise appeals to many non-specialists, so too does ***Booze and Bars in the Bow Valley***. It will appeal to visitors and locals, historians and non-historians. ***Booze and Bars*** is a social and cultural history that examines through the commercial spaces and beer parlors of the Bow Valley hotels. Beyond areas of park development, recreation, and tourism, ***Booze and Bars*** is also a work of scholarship in liquor legislative change in Alberta, brewing and distilling then and now in Alberta.

- 5) Sherk, Lawrence C. *150 Years of Canadian Beer Labels*. 2016.

#3 – *Canadiana* on Amazon.ca

150 focuses on paper ephemera, and so does ***Booze and Bars in the Bow Valley***—newspaper advertisements, menus, business cards, personal and business communications, letterheads, maps, blueprints, et cetera. Where ***Booze and Bars*** goes beyond that is that artefacts from heritage collections are also featured alongside art collection pieces and the heritage buildings themselves by way of contemporary and archival photographs. The buildings and artefacts inform our understanding of pub culture related to tourism and resource development in the Canadian Rockies. The visuality of Sherk's book contribute to its popularity and effective storytelling related to Canadian brewing history—so too will the use of visual materials in ***Booze and Bars in the Bow Valley***. The visuals help illustrate our collective history as a nation by focusing on the Bow Valley.

Chapter Outline

All chapters will contain:

- **Text** + effective captions
- **Archival images**
- **Paper ephemera**—like, ads, menus, tickets, letterheads, maps, blueprints, reports, correspondence, signatures, seals, beer labels
- **Artefacts**—from what we find in heritage collections to headstones in the cemetery
- Character defining elements—discussion and images of details of heritage buildings
- **Sidebars**—these are well-thought-out asides included in each chapter to illuminate a particular proprietor, patron, artist, or ‘other something’ that makes the venue unique

Summary Table of Contents – *Booze and Bars in the Bow Valley: A Brief History of Pub Culture in the Canadian Rockies*

- Front Materials – 25 – 30 pp.
- Banff/Bow Valley – Resource Development – Tourism and Parks
 - Banff Springs Hotel – 25 – 30 pp.
 - King Edward Hotel – 20 – 25 pp.
 - Mount Royal Hotel – 20 – 25 pp.
- Canmore – Resource Development – Coal, Lime, and Lumber
 - Canmore Hotel – 25 – 30 pp.
- Back Materials – 40 – 45 pp.

Front Materials (25 – 30 pp.)

Bow Valley Overview—from traditional Indigenous use to the CPR, and beyond...!

NB: Focus on settler habitation trends, settlement patterns, and resource development in Bow Valley

- Main body of book presents in two main parts:
 - Resource development – parks and tourism – Banff Townsite
 - Then came the hotels—to meet tourist and resource demands
 - Resource development – coal, natural and mineral – Canmore
 - Then came the hotels—to meet resource and tourist demands
- Go over some general information and common threads:
 - +Definitions – Booze, Bars, Pub Culture
 - +Legislative Piece – brief chronology of liquor legislation in Alberta (6 – 10 pp.)
 - Topics include: prohibition and gender legislation
 - +Maps – through MSS
 - One for the broader region – AB/BC
 - +Detail of Bow Valley Region
 - One for each town – 1 x Canmore; 1 x Banff
 - include: hotels, breweries, distilleries, select historic sites/institutions

Banff Townsite – Park Development

The development of Banff the ‘townsite’ coincides with the development of Banff the ‘national park.’ By the time the railway was completed in 1885, settler ‘(re)discovery’ of the Hot Springs on Sulphur Mountain had enticed the Canadian Government into creating Canada’s first national park in order to collect tourist dollars by way of hotel fees and outdoor activities. Sulphur water and hot springs were a common cure-all remedy of the time. The Canadian Pacific Railway (CPR) decided to build an hotel, a castle in the Rocky Mountains, known as the Banff Springs Hotel.

Banff Springs Hotel (25-30 pp)

Talk about the heritage building and its character defining elements! The Banff Springs Hotel was originally built by the CPR and opened in 1888. The Banff Springs Hotel building expanded to incorporate a new wing in 1903 and new towers in 1910, but would be partially gutted by fire in 1926. Coming back bigger and better than ever, substantial conference and retail spaces were added to the footprint of the Banff Springs in the 1990s. Many original character defining elements are visible at the hotel today.

Over last +130 years, the Banff Springs Hotel has seen many guests, sharing its famous ‘million dollar view’ with several kings and queens and many Hollywood stars and starlets. The Banff Springs Hotel continues to play a massive role in regional tourism in Banff—plus, golf course, spa, excursions. Stories revealed by ephemera related to the hotel include many previously unpublished photographic gems by CPR photographer Nicolas Morant. The Banff Springs Hotel, however, is no longer owned by the CPR, but it continues to be iconic symbol of Canada and a national tourist destination.

Mount Royal Hotel (20 – 25 pp)

Outfitting was one of the earliest businesses operating in Banff. Tourists began coming out that wanted to do more than look out the window at the mountains, they wanted to go out into them! Early outfitters include Tom Wilson and the famous Brewster Brothers, who’s name is still seen all day long on buses in and around Banff. Not only did Brewsters manage the contract for the Banff Springs Hotel, but they were also proactive in deciding to diversify their business interests by getting into the hotel business.

Talk about the heritage building and its character defining elements—the Mount Royal Hotel was originally built in 1907 by David McDougall. Additions, annexations, and renovations have been hallmarks of this Banff Main Street landmark. Over the years the Mount Royal Hotel, absorbed the Cascade Hotel next door, and built where the company garage once was. Overall, it worked out from a hospitality perspective! The building itself was restored post-2016 fire with hallway plaques highlighting where you are walking across the changes experienced by the Mount Royal Hotel over the years. The original Cascade Hotel fireplace doors can still be seen in the downstairs beer parlor, known today as the Den and Meadow.

There will definitely be a substantial section of this chapter devoted to fire, since the Mount Royal experienced three in 1924, 1967, and 2016. Several amazing images related to the Mount Royal fires are extant, including several previously unpublished time lapsed images capturing the destruction of the 1924 fire. There is also a charred piece of wood from the Mount Royal fire of 1967 (WMCR-Heritage Collection).

King Edward Hotel (20 – 25 pp)

As Banff continued to grow and develop, more hotels would open their doors, but only a very few are still there from Banff's earliest days. Famously operated by "Mr. Banff" himself, Norman Kenny Luxton, the King Edward Hotel was the first hotel in Banff to be open four-seasons round. The King Edward Hotel was originally built in 1904 by Luxton's father-in-law, David McDougall. Within two years it was doubled in size and quickly saw the addition of a theatre and a third storey. Shaped by a catastrophic fire and epic rebuild in 1914, the King Edward Hotel continued through legislative changes, like prohibition, in Alberta. Massive renovations in 1995 reduced the number of rooms and is reflected in the current configuration of the King Edward Hotel.

The role of the King Edward over last +115 years was largely shaped by its larger-than-life proprietor, Norman Luxton, who was instrumental in shaping the tourism vision of the Canadian West thru the first half of the 20th century. Luxton was involved in the establishment of Banff Indian Days, the Banff Winter Carnival, and the Calgary Stampede. Some of Norman Luxton's most interesting artefacts, however, are related to his skill as a taxidermist—including, Banff's most famous perpetual tourist, Herman the Merman. Luxton's legacy is only part of the King Eddy's appeal. Everyone who lives in Banff has a King Eddy story—and so do most visitors to this day!

Canmore – Resource Development

Predominantly, resource development in the park was paramount until ideas about the parks shifted in the interwar period (approx. 1930s). Regardless, Canmore was a CPR and coal mining town from its earliest days (early 1880s), and continued to be one until about a generation ago (1979). First came the trains, then came the mines, and then came the towns. A series of coal mines came into operation through the Bow Valley along the Kootenay formation between Kananaskis and Banff, c.1880s – 1900s. Canmore Coal was the longest running by far, from 1883 – 1979.

Coal was king in the Bow Valley and there will be a section in this chapter dedicated to explaining the processes, jargon, and culture that accompanied coal extraction in the Canadian Rocky Mountains in the early to mid-20th c.

Canmore Hotel (25 – 35 pp)

A generational fixture on Main Street, the Canmore Hotel has seen it all. From miners headed home after a long shift underground for nearly 100 years to Olympic athletes and visitors from all over the world. Everyone who spends any amount of time in Canmore has probably made their way to the Canmore Hotel and lived to tell the tell—author included, c.mid-1990s! The Canmore Hotel was originally built in 1890 and is considered the longest continuously operating hotel in Alberta. Through the influenza outbreak of 1918, the Canmore Hotel provided triage and treatment space. All in all, it hasn't changed too terribly much spatially or from the outside in 130 years.

Stories are revealed by over 130 years of ephemera related to the hotel itself, but supplementing a shortage of archival images for the Canmore Hotel (but plenty of other documentation!), several Kathleen Frances Daly Pepper images will appear through the chapter. Kat created several sketches of coal miners in Canmore in 1944 and 1945 while staying in Banff while her husband, George Pepper was teaching at the Banff Centre for Arts and Creativity. Highly stylized, these are previously unpublished works from the WMCR art and heritage collection.

Other archival highlights include: the Mary Rhoda records accessed at the Provincial Archives of Alberta.

Back Materials (40 -45 pp)

Appendices A – F

- ***Appendix A: Beer—The Process of Brewing (4 – 6 pp)***
 - Collaboration with Canmore brewer, Pete Jarvis, Grizzly Paw Brewing Co.
 - Illuminate process: text + archival / collection images (Galt Archives), + graphic design
- ***Appendix B: Spirits—The Process of Distilling (4 – 6 pp)***
 - Illuminate process: text + archival images (Provincial Archives of Alberta), + graphic design
 - Collaboration with Canmore distillers, Matt Widmer / Keith Robinson, Wildlife Distillery
- ***Appendix C: Norman Kenny Luxton—Taxidermist (10 – 12 pp)***
 - Interesting tales and images related to Norman Luxton’s many side hustles in taxidermy. Everyone knows Norman the businessman, but how this relates to his trade skills in taxidermy presents some truths that are stranger than fiction.
 - Archival inclusions include: PAA—court transcripts; WMCR—animal permits; ‘Herman the Merman’; ELHF and BPM—mounts, taxidermy supplies
- ***Appendix D: Flasks (2 – 4 pp)***
 - Artefact Spread—Use of effective captions to interpret images
 - Examples of flask owners include: Nicholas Morant (CPR Photographer); Jimmy Simpson (Mountain Legend), Phillip Moore and Pearl Moore (nee – Brewster)
 - WMCR Heritage Collection
- ***Appendix E: Dishwares (2 – 4 pp)***
 - Artefact Spread—Use of effective captions to interpret images
 - Examples of ceramics and glassware’s from the King Edward Hotel, Banff Springs Hotel, and Mount Royal Hotel
 - WMCR and ELHF Heritage Collections
- ***Appendix F: Color Selection (10 – 12pp)***
 - To highlight other paper ephemera and art collection at the Whyte Museum
 - Cascade murals, advertisements/marketing materials,

Bibliography—annotated

Acknowledgments

Booze and Bars in the Bow Valley – Lecture Series at the Whyte Archives

King Edward Hotel / Mount Royal Hotel (+Brewery / Distillery Visit)

NB: a minimum of two tours will be developed for the Whyte Museum of the Canadian Rockies—one for each venue; max. 20 participants

TT: Spring 2021 – coincide with book publication?

First Stop: Whyte Museum of the Canadian Rockies – approx. 20 – 30 min

- Archival overview / presentation – in rotating Archives Exhibition Space
 - Work with Archives to develop small venue specific exhibit
- Highlight site specific primary sources at the Whyte Museum + Archives
 - Intro & Backstory – Banff
 - Super annotated
 - Backstory – Hotel + Tourism
 - Venue specific
 - Images + Photographers
 - Interior/Exterior
 - Venue specific
 - Personalities + Brewery Management

King Edward Hotel	Mount Royal Hotel
Norman Luxton	Brewster Brothers
Calgary Brewing	Lethbridge Brewing
Entrepreneur / Businessman	Outfitting / Transfer

Second Stop: Main Street – approx. 20 – 30 min

Venue specific aspects:

- Walk to heritage hotel, make several strategic stops to highlight:
 - character defining elements
 - architectural features of the building
- Talk exteriors *in situ* – hopefully, interiors too!
- Supplement with images from WMCR Archives

Third Stop: Banff Brew Pub / Park Distillery - approx. 20 – 30 min

Explore Pub Culture in the Bow Valley:

- Walk to Brew Pub / Distillery
- Have a drink while we talk about process – signature drink? tasting flight? (TBD)

Banff Brew Pub	Park Distillery
Process – Brewing Beer	Process – Distilling Spirits

Booze and Bars at the Banff Springs Hotel

NB: tours could be developed for the Whyte Museum of the Canadian Rockies in conjunction with the Banff Springs Hotel to be delivered on-site at the Banff Springs Hotel
—could be a one-off tour or become a regular offering for BSH guests
TT: as early as Fall 2020; max 25 participants

First Stop: Rundle Lounge – approx. 20 min

- Highlight site specific primary sources at the Whyte Museum + Archives
 - Get a drink – Rundle Lounge
 - Introductions
 - Backstory – Banff + Canadian Pacific Railway
 - Backstory – Banff Springs Hotel + Tourism
 - Talk about layout – esp. second floor – *in situ*
 - Entrance / front desk / reception
 - Place to wait / see and be seen

Second Stop: Stephen Hall (from Spanish walkway) – approx. 20 min

- Talk about events then and now
 - Types of events – i.e. weddings, et cetera
- Talk about dining then and now
- Could insert BSH specific culinary opportunity – Grapes / Writing Room

Third Stop: Alberta Room – approx. 20 min

- Talk about Conference Spaces and Meeting Rooms
 - Many have seen their fair share of booze too...
 - Types of conferences, types of conference spaces
- OR – Alhambra Room, Cascade Room
- PLUS – Norquay
 - Talk about brewing and/or distilling
 - Enjoy and snack and a bevvy
 - Could create BSH specific culinary opportunity– Vermillion Room

Optional: Fourth Stop

- Wald Haus / Old Golf Course Club House

**NOTE: construction pending in Rundle Lounge – will need to check on the timing

***NOTE: concept could easily be adapted for Booze and Bars in the Bow Valley Lecture series at the Whyte Museum Archives