



May 10, 2021

News Release

Pay Parking at Horseshoe Canyon

Kneehill County will be implementing a pay parking pilot project at Horseshoe Canyon this summer, running from mid-May to the long weekend of September. Parking fees will be \$2 / visit and funds will go towards Kneehill County's continued care and conservation of Horseshoe Canyon.

Over the past few years, Kneehill County has implemented several improvements at the site focused on safety and improving the guest experience, including trails, tree plantings, a picnic shelter, and safe access to the bottom of the Canyon with a wooden box step trail.

Kneehill County staff will be onsite at Horseshoe Canyon from 11 am to 5 pm every Thursday to Monday starting in May and continuing throughout the summer season-- accepting fees, welcoming guests to the Canyon and providing tourism information about other destinations in Kneehill County and the surrounding Badlands region.

"Horseshoe Canyon is such a unique and beautiful site--it needs to be preserved and enjoyed for years to come," said Reeve Jerry Wittstock, "These parking fees will contribute to the conservation of the Canyon, keeping the site safe and clean, improving and maintaining visitor amenities, and providing for continued care of the trails."

Modeled after the pay parking project the Town of Drumheller implemented at the Hoodoo's in 2019, the pilot program will provide a trial run to help staff assess any site-specific challenges (such as traffic flow, parking attendant location, safety concerns), before potentially moving forward with permanent infrastructure onsite.

The success of the pilot program will be evaluated and presented to Kneehill County Council for further direction and next steps at the end of the 2021 season.

