

Tourism and Culture Briefing Note Index

Spring Session 2022

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Recommended response:

- Since April 1, 2022, fully-vaccinated international visitors to the Yukon do not require a pre-entry COVID-19 test at any of the territory's land borders or airports, nor will they be subjected to random testing. As well, pre-screening declarations filed by cruise ship passengers using the ArriveCan app will be honoured throughout their journey, meaning they will not have to be checked again when entering the Yukon.
- After approximately 30 months with limited cruise traffic, Alaska is anticipating the return of cruise ships carrying approximately 1.2 million passengers during the summer of 2022, many of whom are expected to take land excursions into the Yukon. This strong demand for travel combined with the loosening of COVID-19 restrictions at the international border should foster a robust spring and summer tourism season for the Yukon.
- Over the past several months, the Yukon government joined a Border Working Group formed by the Yukon Chamber of Commerce, along with the Canada Borders Services Agency (CBSA) and a variety of key stakeholders, including tourism businesses (White Pass and Holland America) and NGOs. This group has worked tirelessly since its inception to bring Yukon's concerns to the attention of the federal government, including the rescinding of all forms of COVID-19 tests at the international border and the reinstatement of Erik Nielsen International Airport and Dawson City Airport to receive international travellers again.
- Yukon government has also worked with MP Hanley and federal Ministers to make the case that COVID-related border measures must be streamlined to avoid border congestion, particularly at Fraser. The

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threat of border delays at Fraser had tour operators re-considering offering Yukon excursions this summer.

Additional response:

- **Little Gold** - CBSA has assured us the Little Gold port of entry will be staffed and operational this summer. As is the case every year, the opening date depends on a number of factors, including the date the ferry starts operating, road conditions, and coordination with US border officials. At present CBSA cannot confirm these factors but they are actively preparing and have committed to providing us with regular updates, and they will also be doing industry outreach themselves as things fall into place. We will provide updates as we get more information from CBSA.
- Our government is disappointed that the White Pass & Yukon Route publicly announced on April 5, 2022, that the company would not be resuming railway service to Fraser, BC and Carcross, Yukon in the summer of 2022. However, our government respects that they are a business and have made a decision in the best interest of their operations and their guest experience.
- Tourism and Culture officials also remain in regular contact with Condor in support of the airline's return to service on the Frankfurt – Whitehorse route in 2022. We are pleased that Condor is still reporting brisk sales for the 2022 season, as they are a valued partner in Yukon's tourism ecosystem and contribute millions of dollars into the local economy.
- Our government continues to monitor the global COVID-19 situation, but we support a fluid international border because Canada has a high

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vaccination rate, hospitalizations are decreasing, there is a growing domestic availability of treatments for COVID-19, and there is increasing availability and use of rapid tests to detect infection. As well, strict rules remain in place for non-vaccinated persons wishing to enter Canada.

- Prior to the pandemic, Carcross saw unprecedented tourism growth, which was a strain on its people and infrastructure. In September 2021, Tourism and Culture met with local tourism stakeholders in Carcross to discuss the status of cruises in 2022; staffing and staff housing shortages; anticipated border-related challenges; access to government services; and resident sentiment. The group has agreed to meet regularly and to work with department staff to raise issues within YG. (see also T11 – Carcross and Tourism)

Context—this may be an issue because:

- Yukon's tourism sector relies on international visitors arriving by land and air.
- Various COVID-19 measures had been threatening to slow the efficient processing of visitors at Yukon's borders.
- On April 5, 2022, White Pass and Yukon Route announced they will not be operating their rail service to Carcross from Fraser, BC in spring/summer of 2022.

Background:**Federal Border COVID-19 Rules:**

- On March 17, 2022, the Government of Canada announced that effective April 1, 2022, fully vaccinated international travelers will no longer need to provide a pre-entry COVID-19 test result to enter Canada by air, land or water.
- Cruise passengers arriving in groups will not have their ArriveCan app checked at Fraser, though they must have their ArriveCan receipt available. This can be printed or stored on their phone.

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- The onus will be on cruise lines to ensure passengers booked on excursions into the Yukon have completed the ArriveCan app.
 - All travelers continue to be required to submit their mandatory vaccination information in ArriveCAN before their arrival in Canada, including returning residents.
 - Travelers who arrive without completing their ArriveCAN submission may have to test on arrival and quarantine for 14 days, regardless of their vaccination status.
 - Unless otherwise exempt, individuals 12 years of age or older will still be required to be fully vaccinated before boarding a domestic flight, train or cruise. Unvaccinated individuals 12 years of age or older will have to present a valid vaccination exception and a negative COVID-19 test to board a domestic plane, train or cruise ship.
 - For partially or unvaccinated travelers who are currently allowed to travel to Canada, pre-entry testing requirements are not changing. Unless otherwise exempt, all travelers 5 years of age or older, who do not qualify as fully vaccinated, must continue to provide proof of an accepted type of pre-entry COVID-19 test result:
 - A valid, negative antigen test, administered or observed by an accredited lab or testing provider, taken outside of Canada no more than one day before their initially scheduled flight departure time or their arrival at the land border or marine port of entry; or
 - A valid negative molecular test taken no more than 72 hours before their initially scheduled flight departure time or their arrival at the land border or marine port of entry; or
 - A previous positive molecular test taken at least 10 calendar days and no more than 180 calendar days before their initially scheduled flight departure time or their arrival at the land border or marine port of entry. It is important to note that positive antigen test results will not be accepted.

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- Unless otherwise exempt, all travelers eligible to enter Canada, who do not qualify as fully vaccinated, will also continue to be tested with COVID-19 molecular tests on arrival and on Day 8, while they quarantine for 14 days.

The Cruise Industry and the Yukon's International Borders:

- A number of Alaska cruise lines offer land (or shore) excursions for their passengers on their Alaska Inside Passage cruises that are either purchased in advance or while onboard the ship. Roughly 29% of Yukon's visitors (approx. 145,000 per year) are same day visitors, with the majority of these visiting Carcross. Day visitors to the Yukon spend about \$180M on their travel packages (pre-trip). This is based on pre-pandemic data.
- These excursions consist of two distinct types of travel:
 1. Day excursions of 2 to 6 hours. Virtually all cruise lines offer a range of these short land excursions for their passengers. Some of these day trips travel into the southern Yukon and return to Skagway later in the same day.
 2. Holland America Line offers pre/post land tours through the Yukon with 2-3 nights in the territory depending on the itinerary. The cruise company operates its own pre/post cruise land tours that either start in Skagway, and travel through Whitehorse and Dawson City, before flying with Air North to Fairbanks and continuing to Anchorage (or vice versa). Approximately 15,000 passengers travel through the Yukon on these programs every year and is attributable for roughly \$60M in revenue (at pre-pandemic levels) to the economy.
- Tourism Yukon invests in a joint-marketing initiative annually with Holland America Line to promote their Yukon land tours. The current year's program is \$150,000.00 with each partner investing \$75,000.00 in the joint marketing initiative.
- Lack of cell service or public internet access at the Fraser border crossing makes it impossible for travelers to update their information in the ArriveCan app if they have problems when they reach the border, which will mean some travelers will have to return to Skagway.

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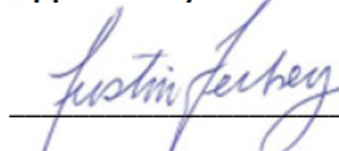
- NorthWestel has confirmed it is possible to establish a wireless network solution at Fraser.
- Work to implement this solution is advancing.

Visitor Origin Estimates for Same-Day Land Excursions

Country of Origin	Percentage of Total Land Excursion Visitors (based on 2018 Exit Survey)
United States	67%
Canada	19%
Australia	7%
United Kingdom	2%
New Zealand	1%
Germany	1%
Netherlands	1%
Other	3%

Arctic Cruises and Herschel Island

- Tourism and Culture has been advised by Yukon Parks that the ban on arctic cruising is also still in effect. This ban affects the expedition cruises that call into Herschel Island.
- According to Parks, these shore excursions have been identified as a potential source of income and cultural sharing for the Inuvialuit (in whose traditional territory, Herschel Island lies).

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**HOT 2****Session Briefing Note
Creative and Cultural Industries
Strategy****Spring 2022**
Tourism and Culture**Recommended response:**

- Creative and cultural industries are an essential part of Yukon's economy, well-being, and northern way of life.
- *Creative Potential: Advancing Yukon's Creative and Cultural Industries* is a new strategy aimed at supporting growth and development of Yukon's creative and cultural industries.
- The Creative and Cultural Industry Strategy (CCIS) identifies 4 strategic objectives and 22 key actions. All of the actions reflect input gathered through extensive public engagement with individuals and organizations in the creative and cultural sectors.

Additional response:

- Approximately \$500,000 has been allocated to new initiatives starting in the fiscal year 2022/23. This funding will help support the sector's recovery from pandemic impacts, which in turn, contributes to the recovery and well-being of the territory as a whole.
- In support of COVID-19 recovery, Phase 1 implementation includes: modernizing existing funding; offering new funding streams; industry branding and promotion; marketing and export strategies; workshops; and labour market supports.

Context—this may be an issue because:

- The final strategy was released in November 2021 and Yukon government is moving forward with the implementation of Phase 1 priorities.

Background:

- Yukon's 2018 Culture GDP was \$59.7M, representing 2% of the total territorial economy. Canada's 2018 Culture GDP was \$56.1B, representing 2.7% of Canada's total economy. Moving Yukon to 2.7% through implementation of this strategy will increase Yukon's GDP by \$21M per year.

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Session Briefing Note

Creative and Cultural Industries Strategy

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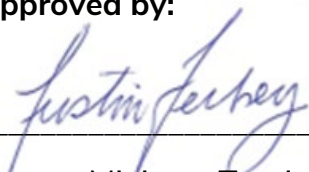
- The creative and cultural industries sector encompasses the creation, production, promotion, distribution and commercialization of cultural goods, as well as the labour force and institutions required to support it.
- Yukon has the third-highest concentration of artists in the country (1.14%) and the highest concentration of cultural workers (5.3%) in Canada (2016).
- Work is already underway on several Phase 1 actions:
 - A review of existing funding for creative and cultural industries is planned for spring and summer 2022;
 - Planning for a new Yukon First Nations Cultural Centres Policy has begun; and
 - The launch of a new microgrant program is anticipated in spring 2022.

Public Engagement Process

Date	Engagement Method	Participation
May 3, 2019	In-person Whitehorse gathering	~100 participants
Sept – Dec 2019	In-person sessions across Yukon	35 Sessions 5,000 comments
Sept – Dec 2019	Online survey	133 submissions
Dec, 2019	Focus groups	Contributed to draft strategy
Jan - Feb 2021	Public comment on draft strategy	36 responses

- The 2022-23 budget contains approximately \$500,000 of new money for some initial actions in the strategy.
- Responsibility for cultural industries is shared across a number of departments, including T&C (arts, museums, archives, heritage resources, historic sites), Economic Development (film, sound, media), Education (labour market training), Community Services (libraries).

Approved by:



February 4, 2022

Deputy Minister, Tourism and Culture

[Date approved]

CONFIDENTIAL**HOT 3****Session Briefing Note****Spring 2022****Tourism Industry Labour Needs**Tourism and Culture

Recommended response:

- We recognize there is a labour shortage in the Yukon impacting the tourism sector and are working with local and national partners to identify solutions and a path forward. Our government's recent signing of a Memorandum of Understanding with the Philippines on immigration should alleviate some of those pressures.
- In calls with tourism Ministers across Canada, every jurisdiction has identified this as the most pressing issue facing the tourism industry. Canada's labour shortage neared 1 million unfilled jobs in the final quarter of 2021, up 80% over pre-pandemic levels, according to a March 22 report from Statistics Canada.
- We are very pleased that the Government of Canada announced a string of adjustments to the Temporary Foreign Worker (TFW) program on April 4, 2022 that will ease restrictions and allow employers to bring in more temporary workers from abroad starting on April 30, 2022.
- Yukon government's Staffing UP program offers funding to Yukon employers to aid in recruiting, training and retaining staff. In response to COVID-19, Staffing UP has expanded to include a wage subsidy option to help employers hire new workers to address emerging government priorities.

Additional response:

- Recruiting, training and retaining staff across all tourism sectors were perennial challenges prior to COVID-19, and were identified as a priority action plan in the Yukon Tourism Development Strategy.

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- Labour shortages are caused by a complex array of factors. We are committed to working with industry, the Yukon Tourism Industry Advisory Board, other Yukon government departments, and the federal government to find sustainable solutions.
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Context—this may be an issue because:

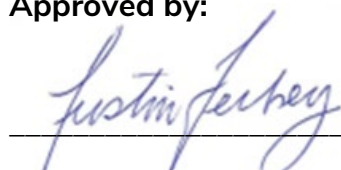
- Many employers in the tourism sector are concerned that labour shortages will create challenges for tourism recovery as pandemic restrictions lift.
- On March 31, 2022, the Tourism Industry Association of Yukon (TIAY) announced the formation of a Task Force to look into the labour shortage issue for tourism.
- The purpose and mandate of the task force is to provide industry perspectives and strategic advice to the Yukon Government, the Yukon's tourism industry, and the larger business community, in order to help inform decision making and to reduce duplication of efforts.

Background:

- In 2019, the tourism sector accounted for 2,360 jobs in Yukon, which was a 4.2% increase from 2018, representing the fourth-highest growth rate in Canada.
 - Overall, the tourism sector represented 9% of all jobs in the Yukon. Nationally, the tourism sector accounted for 10% of all jobs in Canada.
 - Yukon's average hourly compensation was \$31.13 in 2019, which is the third-highest in the country, behind only the other two territories.
 - With an increase to minimum wage (effective Aug 1, 2021), there has been a major cost increase to the tourism sector due to the high proportion of front line, entry level positions.
 - The Department of Tourism and Culture is working with the Department of Economic Development and tourism partners and stakeholders to identify opportunities and programs to support the tourism sector, but nationally and globally, labour and skills shortages are an issue requiring innovations in workforce development and support services.
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Tourism and Culture

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**HOT 4****Session Briefing Note****Spring 2022****Tourism – COVID Response**Tourism and Culture

Recommended response:

- Government of Yukon has been actively engaged with the local tourism sector and our federal counterparts to navigate the unprecedented impacts the pandemic has had on tourism. Prior to COVID-19, tourism was an integral part of a diversified economy, and our government would like to see the sector thriving again.
- After nearly two years of providing the most robust COVID-19 relief support packages in the country for our tourism sector, our government is grateful that our advocacy efforts to drop COVID-19 restrictions at the international border have paid off. Our efforts should yield one of the strongest tourism seasons this spring and summer since before the pandemic.
- Our government continues to monitor the global COVID-19 situation, but we support a fluid international border because Canada has a high vaccination rate, hospitalizations are decreasing, there is a growing domestic availability of treatments for COVID-19, and there is increasing availability and use of rapid tests to detect infection. As well, strict rules remain in place for non-vaccinated persons wishing to enter Canada.

Additional response:

- With the support of the Yukon Tourism Advisory Board (YTAB) and our industry partners, we released the COVID-19 Tourism Relief and Recovery Plan in December 2020. The Tourism Relief and Recovery Plan (TRRP) commits \$15M in industry-specific supports over 3 years and focuses on four key themes:
 - Providing tourism sector leadership;
 - Rebuilding confidence and capabilities for tourism;

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- Supporting the recovery of tourism industry operators; and
- Refining the brand and inspiring travelers to visit.
- We are continuing to engage with tourism businesses, Yukon First Nations, non-profit organizations and other partners on the recovery initiatives required to return the industry to sustainable growth, and we pledge to support the industry through the pandemic.
- Our government has also run two Great Yukon Summer campaigns to date in an effort to encourage and inspire Yukoners to explore the Yukon. The Great Yukon Summer and Great Yukon Summer Freeze rebate programs have helped to keep travel expenditures within the territory, thereby supporting the local economy in the process.
- As recommended in the Yukon Tourism Development Strategy (YTDS) and by the Yukon Tourism Advisory Board (YTAB), we also established the first-ever Deputy Minister's Tourism Committee in the fall of 2021 to support a one-government approach to tourism.
- We also created a one-window "concierge" service since 2020 for tourism businesses by providing support to the Tourism Industry Association of Yukon (TIAY) to hire two funding navigators that have been assisting businesses access the multitude of support programs at the territorial and federal levels.

Context—this may be an issue because:

- Questions were raised in the Yukon Legislature on March 30, 2022 in response to the Ministerial Statement on the easing of border restrictions. The NDP questioned the resumption of travel while the pandemic is still not over and questioned the benefits of land excursion visitors to the Carcross area.

Background:**Tourism Relief and Recovery Program (TRRP)**

- \$15M was allocated over 3 years for the TRRP, beginning in 2020/2021.

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- \$2.23M is identified towards COVID-19 supports in 2022-23.
- In 2021-22, there was \$6.475M in the main estimates. An additional \$3.985M was added at the supplementary budget.
- For 2020-21, actual expenditures for TRRP were \$3.012M.

Tourism Non-Accommodation Sector Supplement (TNASS)

- TNASS is intended to help ensure visitor-dependent businesses survive the impacts of the pandemic.
- Yukon tourism operators and food and beverage businesses that rely on visitors for at least 60% of their revenues are eligible for up to \$60K to the point of break-even.

Tourism Accommodation Sector Supplement (TASS)

- TASS is intended to help ensure accommodation businesses survive the impacts of the pandemic.
- Yukon accommodation businesses are eligible for up to \$400 per room each month to the point of “break-even”.
- Approximately 94 Yukon tourism businesses have submitted 140 applications under TASS and TNASS since program inception. These applications have resulted in funding agreements totaling \$4.1M.
- Both TASS and TNASS have been extended to the end of the current fiscal year (March 31, 2022) and administration of the programs has moved to the Department of Economic Development.

Tourism Cooperative Marketing Fund (TCMF)

- (See also **T9** - Tourism Cooperative Marketing Fund)
- To position the tourism industry for recovery as pandemic restrictions are lifted, the guidelines for TCMF were modified and the fund was enhanced to support the continued marketing efforts of Yukon’s tourism sector.
- Prior to COVID, the TCMF budget was \$700K, which required 50% equity from applicants.
- In 2020/21, TCMF was increased by \$1M to \$1.7M and the requirement for businesses to contribute equity was waived. A total of 200 Yukon tourism businesses received funding through TCMF in 2020/21, totaling \$1.23M.
- In 2021/22, TCMF funding was set at \$1M and the requirement for equity participation was set at 20%.

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- As of March 31, 2022, 168 clients have funding to support print, digital, and travel-based marketing projects, for a total of \$1.23M. Funding has been provided to all eligible applicants, including those who had previously been on a waitlist.

ELEVATE Tourism Program

- Elevate was administered by the Tourism Industry Association of Yukon (TIAY) in partnership with Yukon University, Wilderness Tourism Association of Yukon and the Yukon First Nations Culture and Tourism Association.
- In 2020-21, we supported the administration of ELEVATE with \$143K and CanNor provided \$2.7M in program funding.
- Last year, ELEVATE:
 - Was accessed by 107 Yukon tourism businesses;
 - 81 businesses received one-on-one professional advice from experts that specifically strengthen key aspects of a business; and
 - 106 received up to \$20K to modify or enhance existing visitor experiences and services, or develop new visitor experiences and services.
- For 2021/22 and 2022/23, TIAY and their partners will be modifying and extending the ELEVATE program. We will provide \$450K over two years, CanNor will provide \$1.5M and TIAY will provide \$25K.

Great Yukon Summer (GYS) and Summer Freeze

- GYS was embraced by Yukon tourism businesses, with 62 businesses developing 171 travel packages. A total of 1,995 Yukoners spent over \$1.4M on GYS tourism packages, with over \$345,000 issued in rebate payments.
- The GYS program was rebranded as Great Yukon Summer Freeze and extended to benefit winter tourism operators. A total of 40 packages, including lodge stays, aurora viewing, and dogsledding tours, are currently being offered by Yukon tourism businesses. As of April 30, 2022, more than 460 Yukoners have participated in the Great Yukon Summer Freeze program, spending over \$238,000 with Yukon businesses. We have issued \$58,000 in rebates through the program.
- Uptake of the Great Yukon Summer Freeze program was low due the Omicron wave and associated measures and restrictions, as well as cold weather over the holidays and at the start of the New Year. Advertising for the Great Yukon Summer Freeze was also paused to respect the restriction of travel to the communities.

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- In terms of marketing assistance, \$30,520 was distributed to 20 tourism businesses through the Campaign Development Fund.
- The Yukon Chamber of Commerce has received \$490K to administer the Great Yukon Summer program, which covers the Yukoner rebate and business funding amounts, and their administration and third party costs. Based on initial reconciliation, they will be returning \$60K (subject to review by the Treasurer). The administration fees are 12% of the rebates issued as well as any third party costs incurred.
- The Yukon Chamber of Commerce has also received \$100K to administer the Great Yukon Summer Freeze program. Based on initial review, they suspect the program will cost at most \$200K based on current and forecasted numbers. The administration fees are 12% of the rebates issued as well as any third party costs incurred.

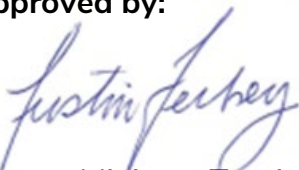
On Yukon Time: Great Yukon Summer Edition

- A total of \$503,931 in new funding was originally committed to support 57 festivals, events and other summer activities across the territory to entertain Yukoners. Four events were subsequently cancelled, resulting in a final disbursement of \$467,101.
- The funding was distributed through two channels:
 - \$141,446 was originally committed to 23 organizers of events already receiving funding, either through the Arts Fund or the Arts Operating Fund, to help amplify and increase the reach of these events. After two cancellations, 21 events were awarded a total of \$131,846; and
 - \$362,485 was originally committed to 34 groups for public events not already funded through other Arts funding programs. Awards of up to \$15K were available for non-profit societies, industry and community associations, First Nations and municipal governments, Yukon businesses and collectives. After two cancellations, 32 groups were awarded a total of \$335,255.
- Events eligible for funding took place between June 21 and October 31, 2021.

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COVID's Impact on Tourism

- Canada's tourism GDP is projected to drop 2 times more than the national economy. More than 1 million tourism jobs were lost due to travel restrictions enacted by Canada in response to the pandemic.
- Compared to 2019, in 2020:
 - International border crossings into Yukon – down 94%
 - Air arrivals at YXY – down 72%
 - Occupancy at select fixed roof accommodations – down 23.9 percentage points
- The first six months (January to June) of 2021 were showing early signals of recovery:
 - International overnight visitation was up 43% compared to the same time in 2020.
 - Air arrivals at Erik Nielsen Whitehorse International Airport were up 317% over the same time in 2020.
 - Occupancy at select fixed roof accommodations in Yukon were 1.3 points higher than the national average.
 - Retail sales continued to climb to new historic levels. For the first six months of the year, retail sales totaled \$450.6M more than double the 5-year average for the same period.
- The most recent outlook from the Canadian Tourism Research Institute forecasts that overnight tourism visitation will return to pre-pandemic levels in the Yukon by the end of 2023; three years sooner than Destination Canada has forecasted nationally.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

Date

CONFIDENTIAL**HOT 5****Session Briefing Note****Spring 2022****Culture COVID-19 Response**Tourism and Culture

Recommended response:

- The creative and cultural sectors are important contributors to the socio-economic life of Yukoners. The sectors have been particularly hard-hit by pandemic impacts.
- Many events and festivals in the territory have been cancelled, or severely scaled back, due to the pandemic and associated health measures. This situation has significantly diminished opportunities for the creative sector to earn income.
- Yukon government continues to support the creative and cultural sectors through enhanced funding opportunities and new temporary programs.
- In 2020-21, we provided an additional \$455,000 to the arts sector through our existing suite of programs in response to COVID-19 impacts.
- In 2021-22, we made an additional \$500,000 available for public events through the *On Yukon Time: Great Yukon Summer Edition*.
- In 2022-23, we will continue to widen the scope of eligibility for the Touring Artist Fund and maintain a high level of flexibility in our funding agreements.

Additional response:

- In response to the impacts of COVID-19, the new strategy “*Advancing Creative Potential*” has a priority list of actions aimed at industry support and recovery.
- The pandemic has resulted in some innovative and new ways of creating, performing, and engaging, which we expect to continue as part of a longer-term adaptation.

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Context—this may be an issue because:

- We periodically receive questions about how the arts and culture sector is faring under the pandemic and how the government has supported this sector to date.
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Background:**Impact of Covid-19 on the Cultural Sector**

- Pandemic impacts have resulted in closures of facilities and presentation spaces and have affected the livelihood of hundreds of Yukon's creative workers.
- There have been small-scale or shorter-run events and performances. While a positive contribution during a challenging time, it is not enough to materially improve the situation for the creative sector.
- Yukon's museums, interpretive and First Nations cultural centres have all responded to COVID-19 limitations in various ways, and many optimized the slower time to work on program reviews, digital activity, and other collections maintenance activities.
- As well, the severe reduction in tourism and visitors to the territory directly impacts the number of buyers of creative products.

Overall Response Measures

- Despite pandemic challenges, we are continuing to invest in our artists. We are creating more funding opportunities, which will help the sector to continue expressing Yukon's unique creative voice to national and international markets once the pandemic is over.
- We have continued to connect with our cultural partners to ensure progress on priority files, including the Yukon Forum Heritage Working Group, the Museums and Cultural Centres Roundtable, and advancing management plans for heritage sites.
- We have heard positive feedback from arts and culture organizations that Yukon government funding supports have been instrumental in keeping them active and sustained.

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Initial Response (2020/21)

- In 2020, we immediately responded to the needs of the arts community by making an additional \$455,000 (Arts funding \$425,000 + YPAC \$30,000) available for individuals and organizations through our existing suite of funding programs.
- We created the \$300,000 Non-Profit Sector Supplement program through the Tourism Relief and Recovery Plan for organizations under financial pressure resulting from COVID-19. The Yukon Historical and Museums Association administered this program, which terminated on March 31, 2021.
- We encouraged the establishment of the Yukon Nonprofit Advisory Council, to bring together leaders in non-profit, business and government to support the non-profit sector through the COVID-19 pandemic and beyond.
- We also undertook a survey of Yukon registered non-profit organizations as a government-wide initiative in partnership with Yukon Nonprofit Advisory Council and Volunteer/Bénévoles Yukon Society.

Current Response (2021/22)

- In 2021-22, we supported an additional 53 events for a total of \$467,100 through the newly refocused On Yukon Time: Great Yukon Summer Edition program. There was originally \$503,931 committed to 57 events, but there were four cancellations, and some recipients returned a portion of funding that was unspent. Eligible activities included arts, cultural, recreational and sporting events between June and October 2021.
- Yukon Archives staff are assisting researchers with identifying materials to be reviewed before their visits. In some cases, staff are able to fulfill requests from a distance.

Planned Response (2022/23)

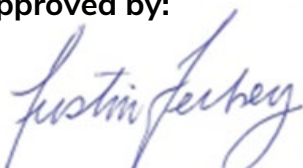
- In 2022-23, we will continue to honour existing funding agreements with arts and culture organizations despite challenges to delivering programs.
- The Touring Artist Fund will continue to fund performing in Yukon and digital/online performances to address challenges of touring during COVID.

CONFIDENTIAL**HOT 5****Session Briefing Note****Spring 2022****Culture COVID-19 Response**Tourism and Culture

- We will continue to monitor sector data from national surveys such as the Canada Council for the Arts and the Cultural Statistics Strategy and will plan and adapt our programs accordingly.

Recovery

- Our cultural institutions are adapting to new ways of engaging the public and sharing stories, and now more than ever, creative expression is an essential part of a healthy Yukon society.
- Yukon's cultural sector will play an important role in the recovery of Yukon's economy and in the restoration of well-being throughout the territory.
- Yukon government continues to work with its cultural partners nationally and federally and is helping to shape Canada's national cultural recovery strategy through its participation at the Federal/Provincial/Territorial Ministers responsible for Culture and Heritage forum.
- The Creative and Cultural Industries Strategy (**see HOT4**) will be a significant contributor to recovery initiatives. New funds, easier access, focus on new technologies and marketing will all provide renewal in the sector and support the inevitable transformation of the sector that will result from the pandemic.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

Date

CONFIDENTIAL**HOT 6****Session Briefing Note****Spring 2022****Impact of Fuel Prices on
Tourism Operators**Tourism and Culture

Recommended response:

- The Government of Yukon continues to monitor the global economic situation very closely, including inflation and higher-than-normal fuel prices. These are uncertain times, with geopolitical tension at play and COVID-19 still negatively affecting global supply chains.
- We know that the Yukon is an “aspiration destination” with visitors planning their trip up to two years ahead of time, and that there is pent-up demand for travel after two years of the pandemic. As a result of this demand, as well as the recent loosening of restrictions at the international border, we are confident that domestic travel to the Yukon will be robust this spring/summer.
- We promise to continue to support the territory’s tourism sector as much as possible until travel returns to more stable levels. And, we are confident that our 2022-23 budget will address affordability by making key investments in important files like housing and child care, which should have positive spillover effects for the tourism sector, and will help to grow the Yukon’s economy by a robust 9% this year.

Additional response:

- We understand recent concerns raised by the Tourism Industry Association of Yukon (TIAY), regarding the increase in fuel prices and the impact it may have on tourism operators.
- While the price of oil peaked at \$123.70 per barrel on March 8, the price has steadily stabilized at around \$100 per barrel as of April 5. Fuel prices are volatile; jurisdictions outside of Russia have been working to increase global supply of oil, including the Biden administration, which is releasing the largest amount from the US

CONFIDENTIAL**HOT 6****Session Briefing Note****Spring 2022****Impact of Fuel Prices on
Tourism Operators**

Tourism and Culture

strategic oil reserve in American history. The key point is that it is too soon to reach conclusions about what the price of gas will be this summer.

- As Neil Hartling noted in his CBC interview, the rise in fuel prices will likely not deter tourists from visiting the Yukon this summer. Our analysis shows that an average road trip from Edmonton to the Yukon and back will cost \$151.30 more in gas in March 2022 compared to March 2021. Similarly, a road trip from Vancouver to the Yukon and based on current prices will cost only \$164.65 more than a year ago.

Context—this may be an issue because:

- CBC North published an article on March 10, 2022, indicating that high gas prices will impact tourism operators' profits.
- The Yukon Party has asked the Yukon government to drop the fuel tax in the Legislature during the 2022 Spring Sitting.

Background:Effect of increases in gas prices on road travel

Published self-serve regular grade average gas prices:

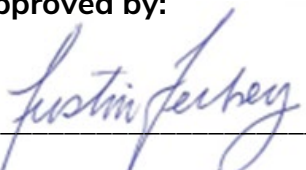
	March 2021	March 2022	Difference
Whitehorse	\$ 1.33	\$ 1.80	\$ 0.47
Edmonton	\$ 1.14	\$ 1.35	\$ 0.21
Vancouver	\$ 1.50	\$ 1.77	\$ 0.27

- The average Canadian personal vehicle consumes 8.9 litres of fuel per 100 km driving. (Federal government data for 2017).

CONFIDENTIAL**HOT 6****Session Briefing Note****Spring 2022****Impact of Fuel Prices on
Tourism Operators**

Tourism and Culture

- A Yukoner driving an average vehicle will pay \$4.18 more for gas for a 100 km trip in March 2022 compared to March of 2021 using Whitehorse prices.
- A 5,000 km road trip from Edmonton to the Yukon and back will cost \$151.30 more in gas in March 2022 than in March 2021 assuming half the gas is at Edmonton prices and half is at Whitehorse prices for the average Canadian fuel consumption.
- A 5,000 km road trip from Vancouver to the Yukon and back will cost \$164.65 more in gas in March 2022 than in March 2021 assuming half the gas is at Vancouver prices and half is at Whitehorse prices for the average Canadian fuel consumption.

Approved by:

Deputy Minister, Tourism and Culture

March 16, 2022

[Date approved]

Session Briefing Note**Spring 2022****Cancelled Summer Season for
White Pass and Yukon Route**Tourism and Culture

Recommended response:

- Our government is disappointed that the White Pass & Yukon Route publicly announced on April 5, 2022, that the company would not be resuming railway service to Fraser, BC and Carcross, Yukon in the summer of 2022. However, our government respects that they are a business and have made a decision in the best interest of their operations and their guest experience.
- In a statement issued by the White Pass and Yukon Route, they acknowledged the successful efforts made by the Government of Yukon and the Government of Canada to provide clarity and ease of processing at the Fraser port of entry. Recovery from COVID-19 and a return to international tourism is a complicated and delicate balance. We recognize that there are still many challenges and will continue to support the Yukon's tourism industry during the pandemic.
- Alaska is still anticipating the return of cruise ships carrying approximately 1.2 million passengers during the summer of 2022, many of whom are expected to take land excursions into the Yukon. This strong demand for travel combined with the loosening of COVID-19 restrictions at the international border should foster a robust spring and summer tourism season for the Yukon. Our territorial economy is also forecasted to grow by a robust 9% in 2022.
- Cruise passengers in Skagway can still take land excursions and travel by bus to Carcross; similarly, Holland America Lines will still operate their Yukon Land/Sea Journey cruise tours through the Yukon, which include overnight stops in Whitehorse and Dawson City. Holland America's land tour programs represent the majority of the Yukon's cruise revenue overall, with up to 15,000 passengers coming per year pre-pandemic, generating roughly \$60M in annual revenue.

CONFIDENTIAL**HOT 7****Session Briefing Note****Spring 2022****Cancelled Summer Season for
White Pass and Yukon Route**Tourism and Culture

Additional response:

- Over the past several months, at the request of the Yukon Chamber of Commerce, the Yukon government joined a Border Working Group with the Canada Borders Services Agency (CBSA) and a variety of stakeholders, including tourism businesses (White Pass and Holland America) and NGOs. This group has worked tirelessly since its inception to bring Yukon's concerns to the attention of the federal government, including the rescinding of all forms of COVID-19 tests at the international border and the reinstatement of Erik Nielsen International Airport and Dawson City Airport to receive international travellers again.
- Our government continues to monitor the global COVID-19 situation, but we support a fluid international border because Canada has a high vaccination rate, hospitalizations are decreasing, there is a growing domestic availability of treatments for COVID-19, and there is increasing availability and use of rapid tests to detect infection. As well, strict rules remain in place for non-vaccinated persons wishing to enter Canada.
- Prior to the pandemic, Carcross saw unprecedented tourism growth, which was a strain on its people and infrastructure. In September 2021, Tourism and Culture met with local tourism stakeholders in Carcross to discuss the status of cruises in 2022; staffing and staff housing shortages; anticipated border-related challenges; access to government services; and resident sentiment. The group has agreed to meet regularly and to work with department staff to raise issues within YG. (see also T11 – Carcross and Tourism)

CONFIDENTIAL**HOT 7****Session Briefing Note****Spring 2022****Cancelled Summer Season for
White Pass and Yukon Route**

Tourism and Culture

Context—this may be an issue because:

- White Pass & Yukon Route (WP&YR) publicly announced on April 5, 2022, that they are cancelling their 2022 spring and summer season.

Background:

- The stated rationale for White Pass & Yukon Route's (WP&YR) decision is based on logistical challenges, including staffing shortages, the bus/train interchange and potential delays, and a level of uncertainty as the pandemic continues to evolve.
- WP & YR are continuing work with Parks Canada to explore options for train service for the Chilkoot Trail; the schedule and services have not been confirmed at this time.
- Pre-COVID-19, approximately 100,000 passengers travelled on the Fraser route (50,000 inbound and 50,000 outbound) and 10,000 passengers travelled on the Carcross route (5,000 inbound and 5,000 outbound).

The Cruise Industry and the Yukon's International Borders:

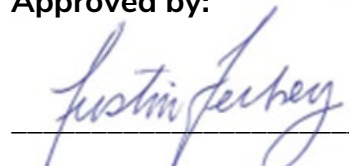
- A number of Alaska cruise lines offer land (or shore) excursions for their passengers on their Alaska Inside Passage cruises that are either purchased in advance or while onboard the ship. Roughly 29% of Yukon's visitors (approx. 145,000 per year) are same day visitors, with the majority of these visiting Carcross. Day visitors to the Yukon spend about \$180M on their travel packages (pre-trip). This is based on pre-pandemic data.
- These excursions consist of two distinct types of travel:
 1. Day excursions of 2 to 6 hours. Virtually all cruise lines offer a range of these short land excursions for their passengers. Some of these day trips travel into the southern Yukon and return to Skagway later in the same day.
 2. Holland America Line offers pre/post land tours through the Yukon with 2-3 nights in the territory depending on the itinerary. The cruise company operates its own pre/post cruise land tours that either start in Skagway, and travel through Whitehorse and Dawson City, before flying with Air North to

Session Briefing Note**Spring 2022****Cancelled Summer Season for
White Pass and Yukon Route**

Tourism and Culture

Fairbanks and continuing to Anchorage (or vice versa). Approximately 15,000 passengers travel through the Yukon on these programs every year and is attributable for roughly \$60M in revenue (at pre-pandemic levels) to the economy.

- Tourism Yukon invests in a joint-marketing initiative annually with Holland America Line to promote their Yukon land tours. The current year's program is \$150,000.00 with each partner investing \$75,000.00 in the joint marketing initiative.

Approved by:

Deputy Minister, Tourism and Culture

April 6, 2022

[Date approved]

CONFIDENTIAL**DPT 1****Session Briefing Note****Spring 2022****Mandate letter commitments** Tourism and Culture

Recommended response

- As Minister of Tourism and Culture, the commitments in my mandate letter are key priorities for myself and for the department.

Context—this may be an issue because:

- There may be interest or general questions related to the July 5, 2021 Minister's mandate letter and progress of commitments.

Background:

- Progress on the eight mandate letter commitments includes the following:
 1. Implementing The Great Yukon Summer campaign throughout the summer of 2021 to ensure that Yukoners can explore our beautiful territory, and support tourism operators to recover from the COVID-19 pandemic.
 - **Status updates:**
 - Great Yukon Summer - Travel Rebate Program
 - 171 packages listed from 62 Yukon tourism businesses
 - 785 applications received for rebates totaling \$345,000
 - 1995 Yukoners spent \$1.4M with Yukon businesses
 - The Yukon Chamber of Commerce has received \$490K to administer the Great Yukon Summer program, which covers the Yukoner rebate and business funding amounts, and their administration and third party costs. Great Yukon Summer Freeze - Travel Rebate Program
 - As of March 31, 2022, more than 380 Yukoners have participated in the Great Yukon Summer Freeze program, spending over \$156,400 with Yukon businesses.
 - We have issued \$38,400 in rebates through the program.
 - The Yukon Chamber of Commerce has also received \$100K to administer the Great Yukon Summer Freeze program.
 - Uptake of the Great Yukon Summer Freeze program was low due the Omicron wave and associated measures and restrictions, as well as cold weather over the holidays and at the start of the New Year.
 - In terms of marketing assistance, \$30,520 was distributed to 20 tourism businesses through the Campaign Development Fund.

CONFIDENTIAL**DPT 1****Session Briefing Note****Spring 2022****Mandate letter commitments** Tourism and Culture

- On Yukon Time: Great Yukon Summer Edition
 - \$467,101 was spent on 53 events. Events took place between June 21 and October 31, 2021.
 - Two funding channels:
 - \$131,846 was committed through Arts Fund or Arts Operating Fund to 21 organizers to amplify and increase the reach of previously planned events; and
 - \$335,255 was committed to 32 groups for events not already funded through arts funding programs.
 - The remaining element – i.e., Support for the Mountain Music Festival with MacBride Museum – is still at a conceptual phase and requires further research and analysis.
2. Continuing to implement the Yukon Tourism Development Strategy, including working with the Yukon Tourism Advisory Board, developing Indigenous tourism and supporting sustainable tourism.
- **Status update:** Implementation is underway, and we have been working closely with YTAB and our partners to implement the Tourism Relief and Recovery Plan while advancing the vision, goals and priorities outlined in the strategy. The Department is developing a sustainable tourism framework modelled on the United Nation's INSTO framework, and is applying to membership of that international body. [see T5 - Yukon Tourism Development Strategy]
3. Releasing and implementing the Creative and Cultural Industries Strategy.
- **Status update:** A final strategy was released in November 2021, and Phase 1 priorities are underway. These include modernizing and streamlining existing funding supports, the creation of a micro-grant program and the development of a Yukon First Nations Cultural Centres and Museums Policy. Approximately \$500,000 has been allocated to support Phase 1 priorities starting in fiscal year 2022/23.

CONFIDENTIAL**DPT 1****Session Briefing Note****Spring 2022****Mandate letter commitments** Tourism and Culture

4. Supporting industry adoption of the World Travel and Tourism Safe Travel protocols.
 - **Status update:** The department is working with TIAY to support industry adoption of the World Travel and Tourism Safe Travel protocols initiative. To date, over 55 businesses have signed up.
5. Working with local stakeholders to plan the creation of recreational infrastructure such as trails for both motorized and non-motorized vehicles. This will be led by the Department of Energy Mines and Resources with support from the departments of Tourism and Culture and Environment.
 - **Status update:** The department is prepared to work with EMR and assist with input from our partners.
6. Continuing to work closely with Yukon First Nations governments, municipalities and communities to support the research, preservation, interpretation and assessment of our historic places.
 - **Status update:** As part of the Yukon Forum process, the Heritage Working Group (YG/Yukon First Nations) has completed a workplan for approval, which will advance the management of Yukon's heritage and historic resources. [see C12- Heritage Working Group – Yukon Forum]
 - Work with First Nations, municipalities and community partners continues to advance projects such as the preservation and interpretation of historic sites, Ice Patch research and palaeontological discoveries in the Klondike goldfields.
7. Continuing to work to establish a heritage resource centre for the conservation and protection of Yukon's archaeological, paleontological and cultural artifacts.
 - **Status update:** Tourism and Culture and Highways and Public Works have developed a functional plan and business case for a combined arts and heritage resources collections facility.
 - Next steps are confirming overall capital budget, a location and confirming Class D estimates. [see C10 - Arts and Heritage Resources Collection Facility]

CONFIDENTIAL**DPT 1****Session Briefing Note****Spring 2022****Mandate letter commitments** Tourism and Culture

8. Fostering the growth of the Yukon's film industry. This will be led by the Department of Economic Development with support from the Department of Tourism and Culture.
- **Status update:** Tourism and Culture has been working closely with Economic Development on the development of the Creative and Cultural Industries Strategy and will continue to support actions aimed at growing Yukon's film industry. [see HOT2 - Creative and Cultural Industries Strategy]

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**DPT 2****Session Briefing Note****Spring 2022****Budget 2022-23**Tourism and Culture

Recommended response:

- Our priorities for 2022-23 are to provide COVID-19 relief and recovery to support the tourism industry, while supporting Yukon's rich cultural heritage and history and the diverse forms of artistic expression enjoyed by residents and visitors.
- For 2022-23, the Department of Tourism and Culture has a budget of **\$36.2M**. This is an **8% decrease** (\$3m) over the 2021-22 Main Estimates.

Operation and Maintenance:

- The 2022-23 budget includes **\$32.5M** for operations and maintenance. This is a **decrease of \$3.6M** from the 2021-22 Main Estimates.
- Key O&M investments include:
 - \$2.23M for COVID-19 Tourism Relief and Recovery;
 - \$566,000 towards the implementation of the Creative and Cultural Industries Strategy;
 - \$550,000 in support of the Yukon Tourism Development Strategy;
 - \$190,000 for implementation of "Our Clean Future" initiatives;

Capital

- The total department budget of \$36.2M includes **\$3.7M** for capital. This is an **increase of \$580,000** over the 2021-22 Main Estimates.
- Key capital projects are:
 - \$850,000 for the Arts and Heritage Collections Facility;

CONFIDENTIAL**DPT 2****Session Briefing Note****Spring 2022****Budget 2022-23**Tourism and Culture

- \$450,000 for the Exhibit Renewal Project at the Yukon Beringia Interpretive Centre;
- \$500,000 in support of our consumer marketing strategy for content acquisition and the Travel Yukon Website;
- \$400,000 for the maintenance, restoration and protection of historic properties;
- \$300,000 towards the Yukon Permanent Art Collection storage project at the Yukon Arts Centre;
- \$350,000 for the Yukon Signage Modernization project.

Context—this may be an issue because:

- In anticipation of budget debate, there will be interest in and questions on how department request is allocated.
-

Background: See attached tables

CONFIDENTIAL**DPT 2****Session Briefing Note****Spring 2022****Budget 2022-23**

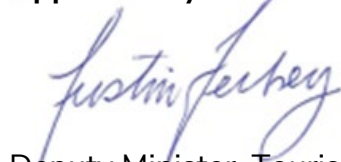
Tourism and Culture

Department of Tourism & Culture	Operation & Maintenance (in \$k)		
	2022-23 Estimates	2021-22 Main Estimates	2020-21 Actuals
COVID-19 Response	2,230	6,475	5,446
Tourism Relief and Recovery Plan	2,230	6,475	5,446
Corporate Services	2,778	2,772	2,447
Deputy Minister's Office	544	542	464
Directorate	202	218	263
Policy & Communications	943	928	792
Human Resources	340	338	237
Finance & Administration	465	470	448
Information Management	284	276	243
Cultural Services Branch	14,725	13,948	12,680
Directorate	1,000	784	543
Historic Sites	2,163	2,037	2,066
Arts	4,933	4,627	4,183
Yukon Archives	1,783	1,775	1,653
Museums and Cultural Centres	2,814	2,805	2,684
Yukon Beringia Interpretive Centre	648	656	398
Heritage Resources	1,384	1,264	1,153
Tourism Branch	12,777	12,889	11,405
Directorate	781	814	1,114
Marketing Operations	7,730	7,759	7,233
Visitor Services	2,175	2,191	1,445
Industry Services	2,091	2,125	1,613
Total	32,510	36,084	31,978

CONFIDENTIAL**DPT 2****Session Briefing Note****Spring 2022****Budget 2022-23**

Tourism and Culture

Department of Tourism & Culture	Capital (in \$k)		
	2022-23 Estimates	2021-22 Main Estimates	2020-21 Actuals
COVID-19 Response	-	-	-
Corporate Services	10	10	8
Finance & Administration	10	10	8
Cultural Services Branch	2,975	2,213	1,271
Historic Sites	915	690	510
Arts	330	330	60
Yukon Archives	420	845	142
Yukon Beringia Interpretive Centre	450	90	140
Heritage Resources	860	-	-
Prior Year Projects		258	419
Tourism Branch	675	857	490
Marketing Operations	500	700	490
Visitor Services	175	157	-
Total	3,660	3,080	1,769

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

Date

Department of Tourism and Culture Funding Programs

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Advanced Artist Award (AAA)

Provides funding for creating, training, and developing the artistic skills of Yukon artists who have attained a senior level of practice. Funding assists with innovative projects, travel or educational pursuits. The award is available for all artistic disciplines, including First Nation traditional arts.

Eligibility: Canadian citizens or permanent residents of Canada, who have lived in Yukon for at least one continuous year prior to the award deadline. In addition, an applicant must be considered to be an artist working at the advanced level and have a history of publicly-presented work. 'A' and 'B' level artists should show that their reach or impact extends beyond Yukon, while also contributing to Yukon culture.

Authority for the fund: Arts Act – Yukon Arts Policy

Decision-making: A peer jury of other advanced artists review applications for funding. The jury is different every intake.

Intake: Two application deadlines per year – April 1st and October 1st

Budget: \$150,000 available each year

Applicant limits (maximums per project): Up to \$5,000 for level B and up to \$10,000 for level A. A-level artists generally have a greater and farther reach of presentation than B-level artists.

Arts Fund (AF)

Supports group projects that foster creative development and public engagement in the arts in Yukon. Projects vary, but may include workshops, special initiatives, performance and event production.

Eligibility: Eligible applicants include artist collectives, non-profit organizations, community associations, industry associations, First Nations governments, school councils, local advisory councils, and municipal governments planning an activity related to the literary, visual or performing arts.

Authority for the fund: Arts Act – Yukon Arts Policy.

Decision-making: The Yukon Arts Advisory Council reviews applications and makes funding recommendations to the Minister.

Intake: Four application deadlines per year – the 15th of March, June, September and December.

Budget: \$500,000 available each year.

Applicant limits (maximums per project): Applicants may request up to a maximum of 70% of eligible project expenses. The funding requested should be proportionate to the impact of the applicant's project and based on realistic figures.

Arts Operating Funds (AOF)

To encourage the development of the arts and to enhance the contribution of the arts to Yukon. To support arts organizations towards sustainable and effective planning, governance, and allocation of human and financial resources to meet their artistic mandates and activities. The fund consists of an Annual Operating Component and an Annual Project Component.

Eligibility - Operating Component: A Yukon non-profit society with on-going and year-round activities primarily engaged in literary, visual or performing arts activities AND activities of the society have a territorial impact.

OR

A society that is recognized as an umbrella arts organization AND activities of the society have a territorial impact (by numbers of individuals or communities).

Eligibility - Project Component: Yukon non-profit societies, First Nations, school councils, municipal governments, local advisory councils, and industry associations with an arts-focused project that meets the following criteria:

- The project fosters the creative development of the arts in the Yukon and supports the Yukon Arts Policy principles;
- The project is arts-focused, including literary, visual or performing arts; and,
- The project is an established annual activity (at least three years).

Authority for the fund: Arts Act – Yukon Arts Policy

Decision-making: The Yukon Arts Advisory Council reviews applications and makes funding recommendations to the Minister.

Intake: One application deadline per year – February 15th

Budget: \$825,000 available each year

Applicant limits (maximums per project): There are no maximum funding amounts specified for the Arts Operating Funds; however, funding is competitive. Requests should be realistic and proportionate to the impact of the applicants' activities.

Cultural Industries Training Funds (CITF)

Funding is intended to help the Yukon's cultural industries address training needs that allow for economic activity (e.g., employment or business opportunities) or to increase productivity and service in the *for profit* or *labour force* component of the arts or cultural industries sector. This fund is aimed at the economic aspects of the industry, not the development of artistic skills.

Funding is administered by the Arts Section, Tourism and Culture with funds provided by the Department of Education.

Eligibility: All persons who have resided in the Yukon for a minimum of one year are eligible for support from the CITF. Commercial and not-for-profit organizations may apply.

Authority for the fund: Department of Education - Labour Market

Decision-making: A peer review committee comprised of cultural industries sector representatives

Intake: 15th of January, March, May, September

Budget: \$75,000 available each year (from Education)

Applicant limits (maximums per project): Preference is given to projects requiring less than \$5,000 for individual training and less than \$8,000 for group training.

Culture Quest (CQ)

(Administered by Dawson City Arts Society)

Culture Quest is an arms-length funding program initially developed in 2004 to address art and culture presentation opportunities at large sporting events such as the Vancouver 2010 Olympics, Canada Winter Games, and Pan American / ParaPan-American Games.

Objectives are to increase arts presentation capacity, particularly in rural and First Nation communities, support the intersection of arts and cultural practices or heritage, and to prepare and develop work to be showcased nationally or internationally. Culture Quest also supports First Nations cultural gatherings and festivals around Yukon.

Eligibility: Individuals, not-for-profit organizations, companies, and collectives, living or registered in Yukon, including representatives from the First Nations, culturally diverse, arts, heritage, museums, and archives communities.

NON-ELIGIBLE: Projects that qualify for other Yukon government granting programs: e.g., Arts Fund, Touring Artist Fund, Advanced Artists Award, Cultural Industries Training Fund etc.

Authority for the fund: Yukon Arts Policy

Decision-making: Panel (DCAS rep, FN rep, Community rep)

Intake: applications accepted throughout the year

Budget: \$120,000 available each year

Applicant limits (maximums per project): Maximum award is \$10,000; there is also a microgrant option of up to \$1000.00, where applicants can apply at any time.

New Canadians Event Fund (NCEF)

Provides funding for Yukon events and festivals that celebrate communities of new Canadians and their cultures, and that demonstrate community involvement.

Eligibility: Applicants must be a registered non-profit society based in Yukon who have primarily a cultural or multicultural mandate, or to be otherwise significantly engaged in cultural or multicultural activity. Applicants must have an interest in assisting new Canadians with their transition to living in Yukon.

Authority for the fund: Arts Policy

Decision-making: The Department of Tourism and Culture, Arts Section reviews and assesses applications.

Intake: There are no deadlines to the fund. Applications are accepted throughout the year.

Budget: \$45,000 available each year

Applicant limits (maximum per project): Applicants may request up to 100% of eligible project costs, to a maximum of \$10,000 per Yukon Government fiscal year. Applicants may apply for more funding than one project per year, though previously funded applicants may not receive additional funding until they have fully accounted for their previous grants.

Touring Artist Fund (TAF)

Supports professional artistic tours by individuals or ensembles beyond Yukon. Applicants must be invited to perform or exhibit their work through a professional selection process, which means the work is selected by jury or curated based upon its merit.

Eligibility: Yukon artists (must have lived in the Yukon for one continuous year prior to fund deadline), ensembles, or companies who create, produce or interpret art in theatre, dance, music, visual arts, film, storytelling, or a combination of art forms.

Authority for the fund: Arts Act – Yukon Arts Policy

Decision-making: The Yukon Arts Advisory Council reviews applications and makes funding recommendations to the Minister.

Intake: Four application deadlines per year - the 15th of March, June, September and December.

Budget: \$100,000 available each year.

Applicant limits: The percentage of total project costs eligible for funding is not fixed, as the scale, range and potential impact of touring opportunities can vary significantly. Applicants may apply for up to a maximum of \$10,000 per tour.

On Yukon Time: Great Yukon Summer Edition

A one-time funding opportunity in support of public events and festivals in the Yukon taking place between June 21 and September 30, 2021. The additional funding was to amplify and increase the reach of events.

Eligibility: Eligible groups include non-profit societies, industry and community associations; First Nations governments and municipal government; Yukon businesses and collectives. Eligible expenses include administration fees, production expenses, promotional expenses, and other costs directly associated with the project.

Authority for the Fund: Management Board

Decision Making: The Department of Tourism and Culture - Arts Section reviews and assesses applications.

Intake: Deadline was June 18, 2021.

Budget: \$500,000 through two channels – up to \$250,000 to organizers of events already receiving funding through the Arts Fund or the Arts Operating Fund and a minimum of \$250,000 for events and initiatives not already receiving funding from the department.

Applicant Limits: Up to 80% of eligible expenses to a maximum of \$15,000.

Historic Properties Assistance Program (HPA)

Funding to assist in the preservation of the many privately-owned historic properties in Yukon. This funding program makes technical and financial assistance available to those individuals, community groups, societies, municipal and First Nations governments and businesses who wish to undertake preservation, restoration, development and/or interpretation of their historic properties.

Eligibility: Sites that have historic significance and the project is in accordance with the *Standards and Guidelines for the Conservation of Historic Places in Canada*.

The applicant must be one of the following:

1. The owner; or
2. The long-term lessee. Written permission of the owner to undertake the proposed work is required; or
3. The group or individual generally recognized to have responsibility for, and control of, the site.

Authority for the fund: *Yukon Historic Resources Act*.

Decision-making: Historic Sites Unit staff.

Intake: One application deadline per year – March 1 at 5:00 pm PST.

Budget: \$100,000 available each year.

Applicant limits (maximums per project): \$10,000 for most properties, \$20,000 for properties that are designated as national, territorial or municipal historic sites. The program provides funding on a matching basis. Applicants may request up to a maximum of 50% of eligible project costs per year, per project. Complete applications will be reviewed first and be given funding priority.

Yukon Historic Resources Fund (YHRF)

Funding for projects that promote the study and interpretation of Yukon's historic resources and further the promotion, appreciation, preservation and development of Yukon's heritage. The types of projects considered include: archaeology, palaeontology, community museums, First Nations heritage or cultural centres, historic sites, First Nations language preservation, toponymy and historical research.

Eligibility: Eligible applicants include private citizens, groups (including societies, businesses, etc.), First Nations and municipalities. Priority will be given to Yukon applicants over those applying from outside the territory.

Authority for the fund: *Yukon Historic Resources Act*.

Decision-making: The Yukon Heritage Resources Board reviews applications and provides funding recommendations to the Minister of Tourism and Culture.

Intake: One application deadline per year – March 15th at 5:00 pm PST.

Budget: \$16,000 available each year.

Applicant limits (maximums per project): Will provide matching funding up to 50% of project costs to a maximum of \$10,000. While the total project value may exceed \$20,000, applications requesting more than \$10,000 will not be considered.

Museum Contribution Program (MCP)

Provides operational and maintenance support to eligible museums and First Nation cultural centres.

Eligibility: To apply your institution must be a recognized, eligible museum as defined by the 2005 Museum Strategy.

A museum:

- May be a non-profit institution or an institution governed by a non-profit society incorporated under the Yukon Societies Act, or by a municipal government, or by a Yukon First Nation.
- Is a permanent institution with the space required to carry out museological functions and which is mandated in the service of society and for its development.
- Functions to acquire, conserve, research, interpret, communicate, and exhibit the material evidence of Yukoners and their environment for the purposes of education, enjoyment, and cultural awareness.
- Is open to the public.

A museum must also:

- Be on the Department of Tourism and Culture's museums eligibility list (those museums currently receiving operational funding support from the department).

Authority for the fund: Yukon Museums Policy (1989)

Decision-making: The Museums Unit Application Review Panel reviews applications

Intake: February 2020 (every three years)

Budget: \$1,642,000 available each year (subject to approval)

Applicant limits (maximums per project): N/A – operational, not project. Funding levels established in budget process.

Special Projects Capital Assistance Program (SPCAP)

Provides eligible museums and First Nation cultural centres with project funding for exhibit planning/development assistance, small (specialized) capital acquisition/improvement projects, artifact inventory and cataloguing, small conservation projects, cooperative marketing ventures, revenue generate enhancement projects.

Eligibility: To apply your institution must be a recognized, eligible museum as defined by the 2005 Museum Strategy.

A museum:

- May be a non-profit institution or an institution governed by a non-profit society incorporated under the Yukon Societies Act, or by a municipal government, or by a Yukon First Nation.
- Is a permanent institution with the space required to carry out museological functions and which is mandated in the service of society and for its development.
- Functions to acquire, conserve, research, interpret, communicate, and exhibit the material evidence of Yukoners and their environment for the purposes of education, enjoyment, and cultural awareness.
- Is open to the public.

A museum must also:

- Be on the Department of Tourism and Culture's museums eligibility list (those museums currently receiving operational funding support from the department).

Authority for the fund: Yukon Museums Policy (1989)

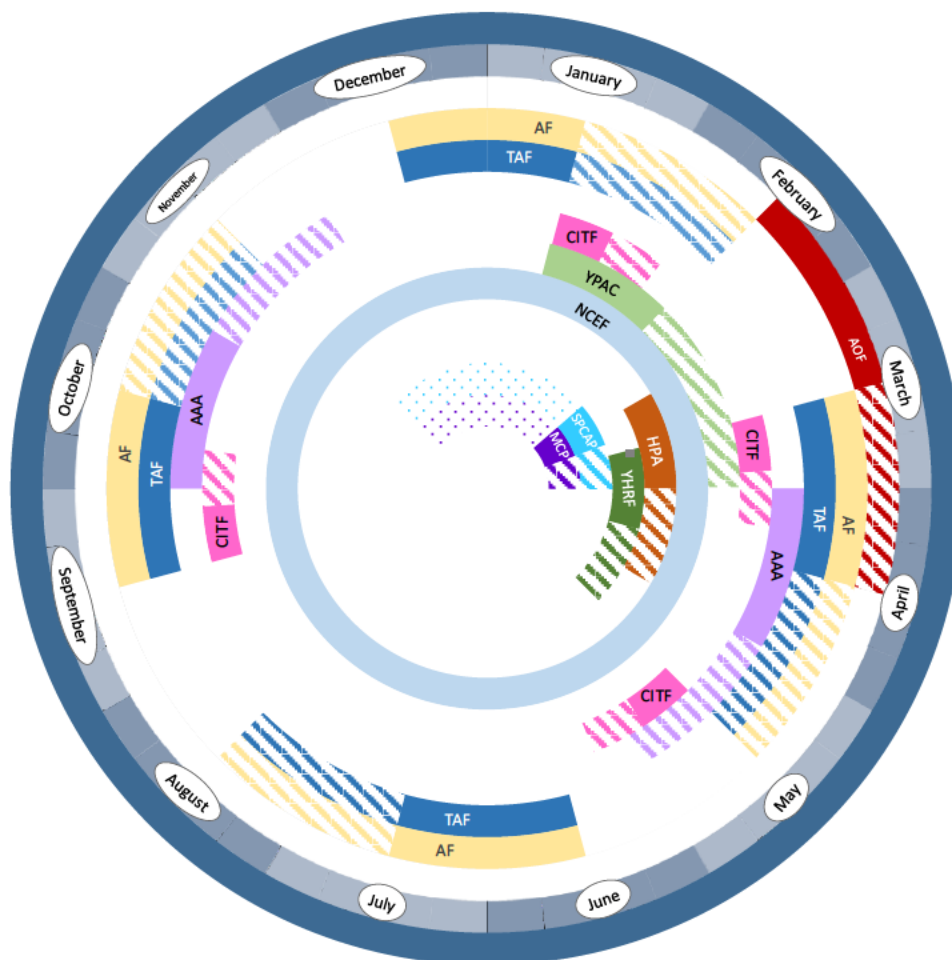
Decision-making: Museums Unit Application Review Panel assesses applications and makes recommendations on funding

Intake: February 12th, 2021 (annually in February)

Budget: \$348,000 available each year (subject to approval)

Applicant limits (maximums per project): The funding limit is \$20,000 per project; however, in some cases projects may receive more than this amount. Detailed information explaining the importance or specific circumstances of the project must accompany all funding requests in excess of \$20,000. Recipients in exceptional cases may receive financial assistance up to a maximum contribution of \$40,000 per project. There is no limit on the number of applications that can be submitted by an institution.

Cultural Services Branch Funding Cycle



Funding Program	Budget	Intake Period	Review Period
Arts Operating Fund (AOF)	\$ 825,000		
Arts Fund (AF)	\$ 500,000		
Touring Arts Fund (TAF)	\$ 100,000		
Advanced Artist Award (AAA)	\$ 150,000		
Cultural Industries Training Fund (CITF)	\$ 75,000		
Yukon Permanent Art Collection (YPAC)*	\$ 30,000		
New Canadians Event Fund (NCEF)	\$ 45,000		
Special Capital Projects Museums (SPCAP)	\$ 348,000		
Museum Contribution Program (MCP)**	\$ 1,642,000		
Historic Properties Assistance Program (HPA)	\$ 100,000		
Yukon Historic Resources Fund (YHRF)	\$ 16,000		
Culture Quest (administered by DCAS)	\$ 120,000	n/a	n/a
Total	\$ 3,951,000		

*Intake date varies

**Intake occurs every three years

Product Development Partnership Program (PDPP)

Funding for organizations, communities and other groups doing tourism activities, research or training.

Eligibility: Tourism organizations, First Nation governments and development corporations, community associations, community endorsed festivals and events for projects with a tourism focus.

Authority for the fund: N/A

Decision-making: Internal review.

Intake: On-going, but must consult with Advisor prior to application.

Budget: \$50,000 available each year.

Applicant limits (maximums per project): \$25,000/year for one or multiple projects.

Stay Another Day Fund

Provides operational and maintenance support to non-profit organizations to host events, create projects or maintain projects that will enhance the enjoyment of visitors in Yukon. Ideally, the funds are allocated throughout Yukon.

Eligibility: Tourism organizations, community associations, towns, community endorsed festivals and events with a tourism focus.

Authority for the fund: N/A

Decision-making: Internal review.

Intake: Ongoing by emailing Manager of Visitor Services until fund is depleted each fiscal.

Budget: \$25,000 available each year.

Applicant limits: Up to \$5,000/organization per year.

Tourism Cooperative Marketing Fund (TCMF)

COVID-19 response funding for tourism businesses, Yukon municipalities, non-government organizations and First Nations governments offering tourism experiences and services to assist in the promotion and marketing of Yukon tourism experiences and services to residents and visitors alike. The program provides funding assistance for advertising projects, marketing projects and travel-based activities.

Eligibility: Funding is available for business, market or trade-ready tourism businesses, municipalities, destination marketing organizations and First Nations governments featuring tourism products. For 2021-22, Yukon restaurants and bars are temporarily eligible for funding.

Authority for the fund: Management Board

Decision-making: Internal review.

Intake: On-going.

Budget: The TCMF was increased to \$1.7M for 2020-21. Typically, \$700,000 was available each year. In 2021/22, TCMF funding was set at \$1M and the requirement for equity participation was set at 20%.

Applicant limit: The requirement for applicants to provide 50% equity for marketing projects and activities has been temporarily waived for 2021-22 in favour of a tiered approach with a funding cap. For traditional and online advertising, applicants may receive 80% of eligible expenses up to \$15,000 and 50% of eligible expenses from \$15,001 to \$25,000. A fixed amount has been established for travel-based activities based on travel destination. Individual businesses, Yukon municipalities, non-government organizations and First Nations governments offering tourism experiences and services are eligible for a maximum of \$25,000, restaurants and bars are eligible for up to \$2,000. The maximum amounts were adjusted to allow more applicants to access the fund.

Tourism Accommodation Sector Supplement (TASS)

This supplement was added to the Yukon Business Relief Program (YBRP) and was administered by the Department of Tourism and Culture (TC). As of February 11, 2022, TASS' budget remains with TC, but administration of the program is now the responsibility of the Department of Economic Development. The program was developed to support accommodations providers through this period of low occupancy due to the COVID-19 pandemic. The program was originally announced to cover losses incurred from October 1, 2020 to December 31, 2020, and has been extended twice, once until September 30, 2021 and again until March 31, 2022.

Eligibility: An eligible traveller accommodation business is a Yukon business that:

- rents out 3 or more individual rooms, suites or cabins as short-term rentals;
- fits the definition of a traveller accommodation businesses as described under the North American Industry Classification System (NAICS) code 7211;
- is open and operational during the entire time it's receiving financial support; and
- can demonstrate it operated at a loss across the quarter for which it seeks support.

Authority for the Fund: Management Board

Decision Making: Internal review, based on eligibility criteria.

Intake: Extension deadline is March 31, 2022.

Budget: There is a combined budget of \$7.1 million for TASS and TNASS during the 2021-2022 fiscal year.

Applicant limits: Up to \$400 per room each month, up to the point of breaking even (not suffering a loss but not making a profit).

Tourism Non-Accommodation Sector Supplement (TNASS)

This supplement has been added to the Yukon Business Relief Program (YBRP) and is administered by the Department of Tourism and Culture. As of February 11, 2022, TNASS' budget remains with TC, but administration of the program is now the responsibility of the Department of Economic Development. It provides more funding relief to Yukon's visitor-dependent, non-accommodation tourism sector. The program was originally announced to cover losses incurred between October 1, 2020 and December 31, 2021, and has been extended twice, once until September 30, 2021 and again until March 31, 2022.

Eligibility: This program is open to Yukon visitor-dependent businesses, including home-based businesses. Visitor-dependent businesses are those who rely on visitors for at least 60% of their revenues. Eligible businesses:

- provide services or experiences to visitors for at least 5 months per year;
- are operating at a deficit;
- can demonstrate they attributed at least 60% of their 2019 or 2020 revenue to tourism visitation; and
- are operating their business over the period they are seeking support.

Authority for the Fund: Management Board

Decision Making: Internal Review, based on eligibility criteria.

Intake: Extension deadline is March 31, 2022.

Budget: There is a combined budget of \$7.1 million for TASS and TNASS during the 2021-2022 fiscal year.

Applicant limits: Up to \$20,000 per month, up to the point of breaking even (not suffering a loss but not making a profit). The most one business can receive is \$60,000 for a six-month period.

Yukon Elevate Tourism Program

The fund provides an opportunity for the Yukon's tourism industry to contribute to a rethinking, restructuring and rebuilding for a more sustainable and impactful tourism in the territory in the long term. The program offers businesses support to access coaching and expertise, as well as funding to modify or enhance existing visitor experiences and services in response to the necessary adaptations related to COVID-19.

Eligibility: Tourism-focused businesses in Yukon who derive at least 60% of their revenue from visiting tourists.

Authority for the Fund: Management Board

Decision Making: The Tourism Industry Association of the Yukon (TIAY) is administering the fund, with review by the Wilderness Tourism Association of Yukon, Yukon First Nations Culture and Tourism Association, the Canadian Northern Economic Development Agency and the Department of Tourism and Culture.

Intake: To be determined for 2022-23.

Budget: In 2020-21, \$2.673 million was contributed by the Canadian Northern Economic Development Agency, TIAY and the Department of Tourism and Culture (TC). TC contribution, inclusive of administration costs was \$134,000. For 2021/22 and 2022/23, TIAY and their partners will be modifying and extending the ELEVATE program. TC will provide \$450,000 over two years, CanNor will provide \$1.5 million and TIAY will provide \$25,000.

Applicant limits: Two funding tiers were developed:

Tier 1: 100% of the total project budget to a maximum of \$10,000 including GST

Tier 2: 75% of the total project budget to a maximum of \$30,000 including GST

Eligible projects must fit into one of the following two themes:

1. **Destination Development:** to support projects that take advantage of post-pandemic opportunities through strategic planning for medium to long-term investments; or
2. **Product Development:** to help tourism businesses and organizations adapt to the "new normal," to modernize tourism offerings and to help the sector adopt more environmentally-sustainable practices.

Great Yukon Summer: Yukoner Travel Rebate Program

Aimed at continuing support for tourism businesses and recovery of the tourism sector to encourage Yukoners to vacation in the territory.

Eligibility: Yukon residents who book an eligible Great Yukon Summer package between June 4 and October 31, 2021 are eligible for a 25% rebate. This program has been extended until March 31, 2022 under the name Great Yukon Summer – Freeze.

Authority for the fund: Management Board

Decision-making: Yukon Chamber of Commerce

Intake: Ongoing between June 4 and March 31, 2022.

Budget: \$375,000

Applicant limits: No maximum. Eligible packages start at \$250 per person.

Great Yukon Summer: Campaign Development Program

To support tourism businesses to promote their Great Yukon Summer package(s) by working with Yukon-based marketing professional or media companies to develop promotional materials, campaigns or strategies.

Eligibility: Tourism businesses who provide a package for the Great Yukon Summer Yukoner Travel Rebate program and work with a Yukon-based marketing professional or media company to design or develop promotional material, campaigns or strategies to promote their package(s).

Authority for the fund: Management Board

Decision-making: Yukon Chamber of Commerce

Intake: Ongoing to March 31, 2022.

Budget: \$50,000 (including administration costs)

Applicant limits: \$2,000 per eligible business.

	A	B
	<u>Department of Tourism and Culture</u>	
	<u>Stakeholder Annual Funding for 2022-23</u>	
1		
2		
3	Tourism Stakeholders:	Amount
4	Tourism Industry Association of the Yukon	\$219,000
5	Wilderness Tourism Association of the Yukon	\$264,000
6	Yukon Convention Bureau	\$200,000
7	Sport Yukon	\$43,000
8	Yukon Quest	\$150,000
9	Yukon Sourdough Rendezvous	\$75,000
10	Yukon First Nations Culture and Tourism Association	\$300,000
11		
12	First Nations (Historic Sites):	
13	Selkirk First Nation (Fort Selkirk)	\$147,000
14	Tr'ondek Hwech'in (Forty Mile)	\$95,000
15	Carcross Tagish First Nation (Conrad)	\$20,000
16	Vuntut Gwitchin First Nation (Rampart House)	\$60,000
17	Yukon Conservation Society (Canyon City)	\$18,000
18		
19	Archives:	
20	Yukon Council of Archives	\$75,000
21	Friends of the Yukon Archives Society	\$4,000
22		
23	Arts:	
24	Friends of Yukon Permanent Art Collection Society (acquisitions)	\$30,000
25	Dawson City Arts Society	\$425,000
26	Dawson City Arts Society (Culture Quest)	\$157,000
27	Northern Cultural Expressions Society	\$345,000
28	Yukon Art Society	\$82,000
29	Yukon Art Society (Artist in the School Program)	\$100,000
30	Yukon Arts Centre	\$891,657
31	Yukon Arts Centre (Old Fire Hall/Wharf)	\$175,000
32	Yukon First Nations Culture and Tourism Association	\$160,000
33	All-City Band Society	\$25,000
34	Association franco-yukonnaise	\$20,000
35	Blue Feather Musical Society	\$27,500
36	The Community Choir of Whitehorse	\$30,900
37	Dawson City Music Festival Association	\$59,400
38	Guild Hall Society	\$108,000

	A	B
	<u>Department of Tourism and Culture</u>	
1	<u>Stakeholder Annual Funding for 2022-23</u>	
39	Gwaandak Theatre Society	\$64,800
40	The Heart of Riverdale Community Centre	\$50,000
41	Jazz Yukon	\$33,700
42	Junction Arts and Music Society	\$32,600
43	Longest Night Society	\$18,000
44	Nakai Theatre Ensemble	\$62,000
45	Northern Lights School of Dance Society	\$28,000
46	Rotary Club of Whitehorse	\$10,000
47	Village of Mayo	\$8,000
48	Whitehorse Concerts	\$39,300
49	Yukon Bluegrass Music Society	\$28,000
50	Yukon Film Society	\$89,000
51		
52	Museums and Cultural Centres:	
53	Yukon Historical and Museums Association	\$74,000
54		
55	Kwanlin Dün First Nation (Kwanlin Dün Cultural Centre)	\$130,000
56	Carcross/Tagish First Nation (Carcross/Tagish Learning Centre)	\$130,000
57	Champagne Aishihik First Nation (Da Kų Cultural Centre)	\$130,000
58	Dawson City Museum Society	\$130,000
59	Keno Community Club (Keno Mining Museum)	\$50,000
60	Kluane Museum of History Society	\$50,000
61	Little Salmon/Carmacks First Nation (Tagé Cho Hudän Interpretive Centre)	\$50,000
62	MacBride Museum Society (Copperbelt Railway and Mining Museum)	\$50,000
63	MacBride Museum Society	\$232,000
64	Selkirk First Nation (Big Jonathan House)	\$50,000
65	Teslin Historical & Museum Society (George Johnston Museum)	\$50,000
66	Teslin Tlingit Council (The Teslin Tlingit Heritage Centre)	\$130,000
67	Town of Faro (Campbell Regional Interpretive Centre)	\$40,000
68	Town of Watson Lake (Northern Lights Centre)	\$40,000
69	Tr'ondek Hwech'in (Dänojà Zho Cultural Centre)	\$130,000
70	Village of Mayo (Binet House)	\$40,000
71	Vuntut Gwitchin First Nation (John Tizya Centre)	\$50,000
72	Yukon Church Heritage Society (Old Log Church Museum)	\$80,000
73	Yukon Transportation Museum Society	\$130,000
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75	Updated January 25, 2022	

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CONFIDENTIAL**T 01****Session Briefing Note****Spring 2022****Tourism**Tourism and Culture

Recommended response:

- Tourism provides the Yukon with sustainable, diversified growth that balances economic development with environmental, community and cultural values.
- Prior to the pandemic, Yukon's tourism industry was rapidly growing and constituted 5% of the territorial GDP. Knowing the value of the sector, our government reacted quickly and has worked closely with our federal counterparts to roll out one of the most robust COVID-19 relief packages in the country to date.
- The *Yukon Tourism Development Strategy: Sustainable Tourism. Our Path. Our Future 2018-2028* lays out a 10-year vision for Yukon tourism to be a vibrant, sustainable component of Yukon's economy and society for the benefit of future generations.
- The strategy has been a valuable resource in our toolkit for addressing the challenges of COVID-19, including having the Yukon Tourism Advisory Board available to advise on tourism sector priorities throughout the pandemic and providing important input into the Tourism Relief and Recovery Plan. (see also **HOT4 Tourism COVID Response**)

Context—this may be an issue because:

- There will be interest in how the tourism industry is coping, given that the sector has been negatively impacted by the pandemic since March 2020.
-

CONFIDENTIAL**T 01****Session Briefing Note****Spring 2022****Tourism****Tourism and Culture**

Background:**Key facts**

- 2019 represented the third straight year of record performance for Yukon's tourism sector before the COVID-19 pandemic hit.
- In 2020, visitation was severely impacted by the pandemic.
 - International border crossings into Yukon were down 94% from 2019.
 - Air arrivals at Erik Nielsen Whitehorse International Airport fell 72%.
 - Occupancy at select fixed roof accommodations was 23.9 percentage points lower.
- There were some positive signs of modest tourism recovery in the Yukon when border restrictions nationally and in the Yukon were eased in 2021; however, visitation and tourism revenues are tracking well below the average for the past 5 years.
- That said, retail sales continue to climb to new historic levels. For the first six months of the year, retail sales totaled \$450.6 million; more than double the average retail sales over the last 5 years.
- Looking at broader, overall trends, the Visitor Exit Survey showed 491,300 people visited Yukon in 2017-18. The majority of visitors were from the United States (62%), other Canadian jurisdictions (28%) and overseas markets (10%).
- For the five years prior to the pandemic, winter visitation had grown by 43% and summer had grown by 21%.

Outlook for 2022

- The most recent outlook from the Canadian Tourism Research Institute (Sep 2021) forecasts that overnight tourism visitation will return to pre-pandemic levels in Yukon by the end of 2023; and demand for travel seems strong. However, the Omicron and other variants may impact the Yukon's recovery timelines.

CONFIDENTIAL**T 01****Session Briefing Note****Spring 2022****Tourism**Tourism and Culture

- Global Tourism Watch results in May 2021 reveal that Canadians are eager to travel again (63%) and have accumulated significant savings during the pandemic (53%) and will prioritize travel as soon as restrictions allow (55%).
- While household savings have historically declined after a crisis, the COVID-19 crisis is unique in that household savings in many developed countries are at record highs. Moreover, increasing real estate and equity markets have resulted in a rapid rise of wealth amongst affluent households in North America and Europe.
- Conversely, rising housing costs are part of a larger inflationary trend in Canada, which has not been seen in 30 years. Thus, the insecurity of the tourism sector, coupled with high living costs, is contributing to a severe labour shortage for the sector, including in the Yukon.
- The pace of “baby boomer” retirements has also increased significantly since the start of the pandemic. Destination Canada projects that by 2025, people aged 65 and older will account for 11% of the world’s population and their international travel — the number of cross-border trips they take per year — will more than double. With time and money for travel, this segment remains a key audience for travel operators to consider.
- Deloitte’s Corporate Travel Survey forecasts that business travel in Canada will likely recover to approximately 80% of pre-pandemic levels by 2024. For hotels, convention centres and associated businesses that cater to travelling business professionals, new strategies will be required to reach the business travel market.

Approved by:

Deputy Minister, Tourism & Culture

February 4, 2022

Date

CONFIDENTIAL**T 2****Session Briefing Note****Spring 2022****Industry Services**Tourism and Culture

Recommended response:

- The Industry Services Unit (ISU) of the Tourism Branch supports sustainable tourism development by:
 - Collaborating with industry and communities;
 - Supporting business capacity development;
 - Conducting research;
 - Providing funding supports; and
 - Representing the sector in land and resource planning.
- Additional supports have been provided since 2020 to address challenges faced by the tourism sector due to COVID-19, including the implementation of the Tourism Accommodation Sector Supplement (TASS) and the Tourism Non-Accommodation Sector Supplement (TNASS).

Context—this may be an issue because:

- There may be questions on activities, supports and funding provided to the tourism industry through the Industry Services Unit (ISU).
-

Background:**Funding: (see DPT3 - Funding Programs and T9 - TCMF)**

- The ISU administers the following programs:
 - Tourism Cooperative Marketing Fund;
 - Product Development Partnership Program;
 - Tourism Accommodations Sector Supplement (TASS); and
 - Tourism Non-Accommodation Sector Supplement (TNASS).
 - **Note: Administration of TASS and TNASS have been under the Department of Economic Development since fall 2021.**
- The unit also provides annual funding to the Tourism Industry Association of Yukon (TIAY).

CONFIDENTIAL**T 2****Session Briefing Note****Spring 2022****Industry Services**

Tourism and Culture

- As a result of COVID-19, the unit provides funding to deliver the Yukon ELEVATE tourism program, the Great Yukon Summer Yukoner Rebate Program, and the Great Yukon Summer Campaign Development Program.

Business Development:

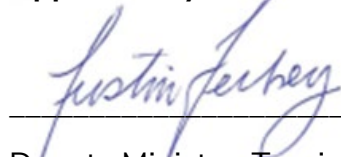
- ISU offers one-on-one business counselling to tourism entrepreneurs, consultants, community development organizations, and non-governmental organizations, as well as planning and advice on tourism development projects.
- The unit also works with communities and organizations to discuss challenges and opportunities for the tourism sector.

Tourism and Planning:

- ISU participates in Yukon land use planning, environmental assessment reviews, funding reviews and YG policy committees representing tourism interests and priorities in the territory.
- Most notably right now, the ISU is participating in the review of the Dawson Regional Land Use Plan and will participate in the development of the successor resource legislation.

Research and Performance Reporting:

- Current ISU research and performance reporting initiatives include:
 - Quarterly Yukon Tourism Visitation Reports;
 - Yukon Resident Perceptions of Tourism Survey;
 - Yukon Business Survey;
 - Yukon Greenhouse Gas Emissions attributable to Tourism; and
 - Establishing a framework to measure the sustainability of tourism in Yukon, which will replace year-end indicator reports.

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**T 3****Session Briefing Note****Spring 2022****Marketing**Tourism and Culture

Recommended response:

- The goal of the Marketing Unit (Tourism Yukon) is to promote authentic travel experiences in a market-driven, consumer-focused manner that aligns with the values of Yukoners.
- The tourism sector has been greatly impacted by COVID-19 with visitation losses as much as 97% in 2020-21.
- We are committed to supporting the tourism sector as we work together to adapt to the realities of the pandemic through the implementation of the Tourism Relief and Recovery Plan (TRRP) with an investment of \$15M over three years, which includes enhanced investments in research, brand assets, marketing, partnerships and place branding.

Additional response:

- Tourism Yukon receives an appropriation of approximately \$6.5 million annually to market Yukon as a year-round tourism destination.
- From 2016-17 to 2020-21 has invested a total of \$31.5 million in the promotion of the Yukon as a travel destination in the following channels:
 - Consumer: \$20.8 million
 - Travel Trade Relations: \$8.2 million
 - Media and Influencer Relations / PR: \$2.4 million
- Tourism Yukon actively markets in 12 countries around the world: Canada, USA, and German-speaking Europe (i.e., Germany, Switzerland, Austria), Australia, UK, Japan, Mexico, China, and the Netherlands.

CONFIDENTIAL**T 3****Session Briefing Note****Spring 2022****Marketing****Tourism and Culture**

Context—this may be an issue because:

- Yukon tourism businesses want to see tangible evidence that Tourism Yukon is working to restore and support domestic and international visitation.

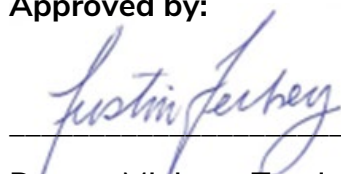
Background:

- The Marketing Unit is responsible for the implementation of Action Plan 4.1 of the Yukon Tourism Development Strategy, which is to “promote the Yukon as a year-round tourism destination by highlighting the unique assets that differentiate the destination from others and maximizes available capacity in the shoulder and winter seasons.”
- The Marketing Unit is also responsible for Initiative 4 under the Tourism Relief and Recovery Program, *Refining the Brand and Inspiring Travelers to Visit*.
- Pre-pandemic, international tourism accounted for 70% of the Yukon’s visitation volume and 90% of visitor spending.
- Given the restrictions on travel as a result of the pandemic, Tourism Yukon re-profiled some of its budget in 2021-22 to support enhanced marketing investments in domestic marketing, while maintaining ongoing investments in international target markets.
- Domestic marketing campaigns in Canada and international marketing programming in promotion of the 2022 summer season are well underway. The Destination Yukon summer campaign runs until mid-March.
- Condor has announced it will return to the territory in 2022 and reports good sales so far. In March, Condor announced that its first 2 flights scheduled in May would not be operated by the airline. The passengers booked on the first 2 flights have been re-booked on Air North (arriving 1 day earlier) and Air North reports very brisk sales. In fact, 70 passengers have been booked on 1 Air North flight alone.
- International tour operators note sales have slowed during the Omicron wave; however, they are beginning to surge once again now that the Omicron wave is waning.
- Visitation levels for domestic markets are anticipated to return to near pre-pandemic levels in 2023; however, as a result of supply-chain challenges, labour shortages, housing costs and other issues, as well as potential new COVID

CONFIDENTIAL**T 3****Session Briefing Note****Spring 2022****Marketing**Tourism and Culture

variants, a full return to pre-pandemic international visitation levels could take until 2026 based on surveys and research estimates from Destination Canada.

- From 2017-2019, tourism in the Yukon achieved 3 straight record years in tourism visitation, culminating in nearly 500,000 visitors in 2019.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**T 4****Session Briefing Note****Spring 2022****Visitor Information Centres**Tourism & Culture

Recommended response:

- Visitor Information Centres (VICs) play a critical role in welcoming visitors and improving their Yukon experience, while encouraging visitors to spend more time and travel more widely in the Yukon.
 - In summer 2021, all six visitor information centres, located at highway and air entry points throughout the Yukon, were open from May 1 - September 30.
 - The staff complement is hired locally in each community to provide visitors and residents with relevant expert information on the products and experiences available locally, as well as important travel, road and emergency safety information.
 - The Whitehorse Visitor Information Centre is the only centre open year-round. All 6 VIC's are scheduled to open once again on May 1, 2022 and will operate until Sept 29, 2022.
-

Context—this may be an issue because:

- With the impact of the COVID-19 pandemic there may be some questions asked by the public about VIC operation and the risks and safety concerns around encouraging visitation throughout the territory.
-

Background:

- There are six Yukon VICs located in the following communities: Beaver Creek, Carcross, Dawson City, Haines Junction, Watson Lake and Whitehorse.
 - An additional un-staffed visitor information kiosk is operated at Eric Nielsen International Airport.
 - The Watson Lake Visitor Information Centre has been temporarily relocated to the Watson Lake Recreation Centre while options are explored for a permanent location.
-

CONFIDENTIAL**T 4****Session Briefing Note****Spring 2022****Visitor Information Centres****Tourism & Culture**

COVID-19 Impact

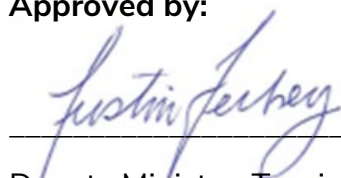
- During summer 2021, just under 30,000 visitors registered at Yukon VICs around the territory.
- By comparison, in the summer of 2018, almost 400,000 visitors registered at Yukon's VICs.

Hours of operation:

- The Whitehorse VIC operates year-round and has extended holiday hours to match the winter operations of our tourism partners. The remainder of the centres are open seasonally, May to September, from 8:00am to 8:00pm daily.

Partnerships:

- The VIC in Haines Junction is housed in Champagne-Aishihik First Nation's Da Ku Cultural Center, along with Parks Canada's Kluane National Park Visitor Centre.
- The VIC in Dawson City is shared with the Parks Canada visitor centre, where we work collaboratively to enhance visitors' experience.
- We have explored partnership opportunities with the Liard First Nation for a new, permanent home for the Watson Lake VIC. We are open to continuing this work when the First Nation is ready and able to do so.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**T 5****Session Briefing Note****Spring 2022****Yukon Tourism Development Strategy (YTDS)**Tourism and Culture

Recommended response:

- Our government has recognized the importance of Yukon's tourism sector for several years now, which is illustrated by the release of the Yukon Tourism Development Strategy (YTDS) in 2018, a year before our federal partners released a national Tourism Growth Strategy in 2019.
- We are pleased to play a role in sustainably growing tourism in the territory by working closely with our partners to advance the vision, goals and priorities outlined in the Yukon Tourism Development Strategy (YTDS).
- Fostering conditions for the recovery of a thriving tourism economy, as guided by the YTDS and the Tourism Relief and Recovery Plan, will help ensure a sustainable and diversified economy in Yukon.

Additional response:

- The Government of Yukon will work closely with the federal government on the national Tourism Growth Strategy, which is being re-evaluated in light of the ongoing COVID-19 pandemic.
- The Yukon Tourism Development Strategy (YTDS) remains relevant today, as it addresses the current pressing challenges of facilitating a robust and growing tourism industry, while also protecting the environment and addressing climate change.

Context—this may be an issue because:

- There may be interest in the progress of the action plans and goals of the Yukon Tourism Development Strategy, particularly with the pandemic's impact on tourism.
-

CONFIDENTIAL**T 5****Session Briefing Note****Spring 2022****Yukon Tourism Development Strategy (YTDS)**

Tourism and Culture

Background:

- The Yukon Tourism Development Strategy (YTDS) is a Yukon strategy informed by extensive Yukon-wide engagement. The strategy is guided by 9 core values (an additional value of “health and safety” was added in 2020), 3 goals to measure success, and 4 inter-related pillars that outline 24 strategic actions to bring the vision to life.

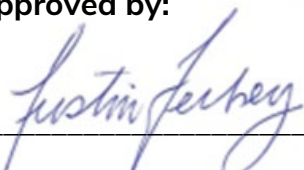
YTDS Implementation Progress:

- **Yukon Tourism Advisory Board:** The Yukon Tourism Advisory Board was appointed in March 2020 to advise the Minister of Tourism and Culture on strategic tourism issues affecting the industry as we work in partnership to implement the YTDS. Budget: \$25,000 in 2021/22. (See T3 - Yukon Tourism Advisory Board)
- **One-Government Approach to Tourism Development:** A review of whole-of-government approaches to tourism development resulted in the establishment in Fall 2020 of a Deputy Ministers’ Tourism Committee to provide leadership, support and alignment within the government. Budget: \$0 (2021/22)
- **Indigenous Tourism Development:** Signed a Memorandum of Understanding with the Indigenous Tourism Association of Canada and the Yukon First Nations Culture and Tourism Association (YFNCT) in 2018 to create opportunities to grow Indigenous tourism. We have put in place an annual transfer to YFNCT to support work toward this objective. Budget: \$300,000 (2022/23).
- **Experience Development:** We are working with key partners to develop action plans to advance sport, culinary tourism and cultural tourism. Budget: \$105,000 (2021/22)
- **Sustainable Tourism Measurement Framework:** We are on track to establishing a framework that measures the sustainability of tourism development by mid-2022.
 - The framework will enable the tourism sector to enhance the positive benefits from tourism while safeguarding communities and the environment from negative impacts. Annual framework reports will replace year-end indicator reports. Budget: \$164,000 (including one term position and research for 2021/22)
- **Resident Support for Tourism:** We are conducting the second Resident Perceptions of Tourism survey to ensure Yukoners continue to have a positive attitude about tourism. Budget: \$27,690 (2021/22)

CONFIDENTIAL**T 5****Session Briefing Note****Spring 2022****Yukon Tourism Development
Strategy (YTDS)**

Tourism and Culture

- **Signage:** A process is underway with Yukon First Nations and the Yukon Heritage Resources Board to explore the concept of “Welcome Installations” to welcome tourists in a way that reflects unique regional identities and community priorities.
- **Economic impact of tourism:** We are partnering with the Yukon Bureau of Statistics (YBS) to conduct the 2022 Yukon Business Survey to continue to measure and monitor the economic impact of tourism in Yukon. Budget: \$10,610 (2021/22)
 - The next survey results are anticipated in early 2022, which will capture tourism statistics from 2020. In the last Yukon Business Survey (i.e., 2018), Yukon businesses attributed \$368 million of their gross revenue to tourism, representing a 40% or \$105 million increase over 2016.
 - In that same year, Yukon’s GDP attributable to tourism was \$146.1 million, equivalent to 5% of Yukon’s total GDP. Tourism revenues in 2018 surpassed the Yukon Tourism Development Strategy’s target of \$295 million by almost \$73 million – nearly equivalent to the 2022 target.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**T 6****Session Briefing Note****Spring 2022****Yukon Tourism Advisory Board -
YTAB**Tourism and Culture

Recommended response:

- The Yukon Tourism Advisory Board (YTAB) is an important outcome of the Yukon Tourism Development Strategy (YTDS).
- YTAB has been instrumental in advising on ways to mitigate the impacts of COVID-19 on the tourism industry.
- To date, YTAB has had 17 meetings and provided 39 recommendations to government to help mitigate the impacts of COVID-19 on the Yukon's tourism sector and to help prepare it for recovery. The board is in the process of finalizing a report on its activities in its first two years.

Additional response:

- Established in March 2020, the Board's primary function is to advise the Minister on the implementation of the YTDS.
- Board members are recruited through the Yukon government's boards and committees process and appointed to represent a range of stakeholders and perspectives, including tourism businesses, First Nations, communities, Francophonie, youth and the cultural/heritage sector.

Context—this may be an issue because:

- Given the impact of the COVID-19 pandemic on the tourism sector, there may be interest in how much input and effect YTAB has had.
-

Background:

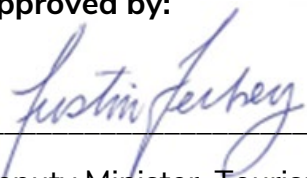
- One of the seven priority action items in the Yukon Tourism Development Strategy (YTDS) was to "Establish a task force to recommend a governance model for tourism".
- In March 2019, a seven-member Task Force was appointed.
- The Task Force submitted its final report on governance models in September 2019. Its key recommendations were:

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YTAB****Tourism and Culture**

- Yukon's tourism destination management function should remain as a line department within the Yukon government;
- An Advisory Board of tourism industry stakeholders and partners should be established to advise the Minister of Tourism and Culture on the implementation of the YTDS.

Key facts

- The YTAB is comprised of nine members:
 - seven voting members;
 - one non-voting Chair; and
 - one ex-officio member (the DM of Tourism and Culture or a delegate).
- YTAB has been designated as a Category C Yukon government board. The Category C designation is consistent with a Board that makes decisions or recommendations with a medium-to-high impact on government or the public.
- YTAB members will not be appointed by, nor represent, tourism sector organizations. However, they will be expected to bring certain perspectives to Board deliberations.
- Of the seven YTAB voting members:
 - three were selected to bring a tourism business perspective;
 - two were selected to bring a Yukon First Nations perspective;
 - one was selected to bring the perspective of Yukon's cultural and/or heritage sectors; and
 - one was selected to bring the perspective of Yukon's communities.
- A description of YTAB and its terms of reference are available online. In addition, the full report of the Tourism Governance Task Force, which recommended the YTAB be established, is available online.
- Board costs such as per diems and travel are covered by the existing Tourism and Culture budget.

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**T 7****Session Briefing Note****Spring 2022****Watson Lake VIC**Tourism and Culture

Recommended response:

- Our Visitor Information Centre in Watson Lake is temporarily located in leased space in the Town of Watson Lake's recreation centre. We value our partnership with the Town.
- The Centre will open again in this location on May 1 and will operate until Sept 29, 2022.
- We are committed to exploring options with local partners for a permanent new Visitor Information Centre in Watson Lake that will promote Watson Lake as the gateway to the Yukon, while also meeting community needs including economic and cultural objectives.

Additional response:

- We have worked with Liard First Nation (LFN) to potentially lease space in the proposed LFN Community Services Building. In partnership with LFN we have developed a functional program which identifies VIC space needs and other requirements.
- LFN has produced three design concepts for the review and approval of their membership. All three include the VIC as an anchor tenant.
- The LFN building is still at an early stage. No final decision has been made about moving the VIC into this building. However, locating the Haines Junction VIC in the Champagne Aishihik First Nation cultural centre has been very successful and is an encouraging model.

Context—this may be an issue because:

- LFN has shared 3 design concepts for a new Community Services Building with their membership. All 3 include the Watson Lake VIC as an anchor tenant.
-

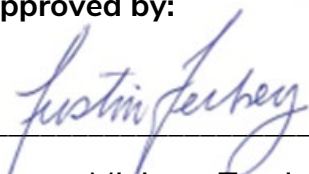
CONFIDENTIAL**T 7****Session Briefing Note****Spring 2022****Watson Lake VIC****Tourism and Culture**

Background:**State of Building**

- The former VIC building in Watson Lake has long been determined to be an aging facility that is too small for its purpose.
- The building consists of two distinct components: the old Watson Lake liquor store building from 1960 and a major addition from 1982.
- A water leak in the building in spring of 2019 forced the Yukon government to move the VIC to leased space in the recreation centre.
- The use of the recreation centre has been a successful arrangement. The Department of Highways and Public Works (HPW) has extended the lease until October 31, 2024. The annual cost of this space is \$51,175.

Engagement with the Community

- In 2019, a Community Development Team was established for Watson Lake made up of representatives from Community Services, HPW, T&C, Ec Dev, Aboriginal Relations, the Town of Watson Lake, and LFN's development corporation.
- Discussions focused on LFN re-developing the land parcel they own adjacent to the old VIC building and the Signpost Forest. This location is ideal for a LFN community or cultural facility that would also house a new Visitor Information Centre.
- LFN is now advancing a Community Services Building concept and continues to be interested in providing lease space for the VIC. Tourism and Culture sees great potential in a partnership with LFN, and continues to work with LFN and monitor LFN's progress in securing federal funding for its project.
- The department is mindful of the need to ensure procurement rules are respected in any final decision to lease space.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**T8****Session Briefing Note****Spring 2022****Tourism NGO Funding**Tourism and Culture

Recommended response

- The Department of Tourism and Culture recognizes the important work done by our tourism NGO partners, which have had long-standing, unchanged, annual operational funding agreements and a wide range of project-based funding agreements over 20+ years.
- Similarly, the department recognizes that many tourism NGOs have been doing work beyond their mandates in support of their members through the pandemic and will continue to do so given the ongoing challenges facing the recovery of the tourism sector.
- Commitments to review tourism funding programs, which include NGO funding agreements, have been outlined in the Yukon Tourism Development Strategy (YTDS) and the Tourism Relief and Recovery Plan (TRRP). This review is scheduled for the 2022/23 fiscal year.

Additional response:

- The operational and project funding agreements are, for the most part, administered outside of the department's existing funding programs.
- Many tourism NGOs access funding through programs administered by the Cultural Services branch, Economic Development, Advanced Education, Environment, and through federal funding programs offered, in large part, by CanNor.

Context—this may be an issue because:

- Several tourism NGO partners have asked for consideration of increased funding in FY 2022-23 in support of their operations as well as priority initiatives.
-

CONFIDENTIAL**T8****Session Briefing Note****Spring 2022****Tourism NGO Funding**

Tourism and Culture

Background:

- Tourism and Culture (Tourism Branch) invests approximately \$13 million annually to develop, promote and service visitors travelling to the territory.
- Tourism and Culture maintains a number of annual investments with tourism NGO partners. The following is a summary of the various annually recurring agreements being maintained by Tourism and Culture:

Association Franco-Yukonnaise	\$25,000
Sport Yukon	\$43,000
Tourism Industry Association of the Yukon	\$219,000
Yukon Convention Bureau	\$200,000
Yukon First Nations Culture and Tourism Association	\$261,000
Yukon Quest	\$150,000
Yukon Sourdough Rendezvous Society	\$100,000
TOTAL	\$998,000

Tourism Industry Association of the Yukon (TIAY):

- **Mandate:** To be an advocate and voice for Yukon's tourism industry. As the visitor industry association in the territory, they forge a common voice and actions to influence, promote and assist the development of tourism in Yukon.
- **Funding Amount:** \$219,000 annually
- **Agreement Purpose:**
 - Government liaison activities and services
 - Industry, economic and product development support activities and services.
- **Note:** a formal funding increase request has been received in writing by Tourism Branch officials.

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Yukon Convention Bureau (YCB)

- **Mandate:** To position the Yukon as a favourable destination for meetings, incentive travel, conferences and events.
- **Funding Amount:** \$200,000 annually.
- **Agreement Purpose:**
 - \$175,000 in direct support to assist YCB in implementing their marketing plan.
 - Up to a maximum of \$25,000 in matched funding is a requirement of the agreement. **Note:** This requirement was waived in FY 2020-21 and FY 2021-22 given the fundraising challenges faced by membership-based tourism-related NGO organizations during the COVID-19 pandemic.
- In FY 2020/21 and FY 2021/22, YCB requested permission to repurpose their funding agreement to cover their operational costs rather than their marketing programming. This request was granted. However, YCB also applied to the Tourism Co-operative Marketing Fund (TCMF) in order to fund their marketing programs in both fiscal years as follows:
 - FY 2020/21: \$72,000
 - FY 2021/22: \$61,000

Sport Yukon (SY):

- **Mandate:** To position Yukon as the leading destination for regional and national sports events.
- **Funding Amount:** \$43,000 annually (**Note:** under the agreement, SY is entitled to utilize \$6,450 of the funding as compensation for the administration, implementation and evaluation of the program)
- **Agreement Purpose:**

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- To implement the Sport Tourism Annual Marketing Plan that identifies strategic sport tourism hosting opportunities and promotes Yukon as a sport tourism destination.

Yukon Quest

- **Mandate:** To organize and promote a 1,000-mile international sled dog race for qualified long-distance mushers, accomplished through a partnership between Yukon and Alaska with the help of volunteers, sponsors and fan support.
- **Funding Amount:** \$150,000 annually (**Note:** a formal funding increase request has been received verbally by Tourism and Culture officials)
- **Agreement Purpose:**
 - \$90,000 for staff salary and benefits to administer the Marketing Program.
 - \$60,000 to plan and implement the annual Yukon Quest Marketing Program that focuses on media/public relations, social media and the development of a sponsorship solicitation program.
- **Note:** Yukon Quest did not hold race events in 2020 or 2021. Yukon Quest intends to hold a series of shorter race events in Yukon and Alaska in 2022.

Yukon Rendezvous Festival

- **Mandate:** To become the premier winter festival that is a driving force for winter tourism in the Yukon.
- **Funding Amount:** \$100,000 annually.
- **Agreement Purpose:**
 - Operational funding to implement the annual winter festival in support of YTDS Action Plan 2.2 Experience Development. The agreement includes the following:

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- \$60,000 for administrative services; and
- Up to \$15,000 in matching funds from the private sector or other non-YG sources for cooperative marketing support, including the development and implementation of fundraising and media plans is required under their agreement.
- **Note:** This requirement was waived in FY 2020/21 and FY 2021/22 given the fundraising challenges faced by memberships-based tourism-related NGO organizations during the COVID-19 pandemic.

Yukon First Nations Tourism Association

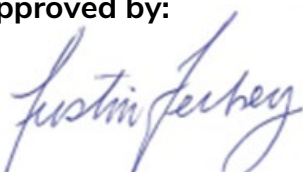
- **Mandate:** To foster the development of vibrant and sustainable Yukon First Nations arts, culture and tourism sectors.
- **Funding Amount:** \$100,000 (Tourism Branch) / \$161,000 (Culture Branch) annually
- **Agreement Purpose:**
 - To implement the YFNCT Tactical Workplan in support of YTDS Action Plan 2.2 Experience Development and 3.2 Establish the Yukon as a Premier Destination for Indigenous Tourism Experiences.

Association Franco-Yukonnaise

- **Mandate:** Create, develop and ensure the maintenance of the services, activities and institutions necessary for the quality of life in French in Yukon, in collaboration with government, community and private partners.
- **Funding Amount:** \$25,000 annually
- **Agreement Purpose:**

CONFIDENTIAL**T8****Session Briefing Note****Spring 2022****Tourism NGO Funding**Tourism and Culture

- Provide Association Franco-Yukonnaise (AFY) with funds to implement a marketing program on behalf of Tourism Yukon in France in support of YTDS Action Plan 4.1 Market the Yukon as a Year-Round Tourism Destination.
- Tourism Branch also regularly funds and collaborates with the following NGOs in the implementation of our programming:
 - Klondike Visitors Association – Note: KVA received TCMF funding as follows:
 - FY 2020/21: \$111,000 (Note: \$50,000 was provided by Destination Canada through a one-time disbursement)
 - FY 2021/22: \$122,000
 - Yukon Outfitters Association
 - Yukon Tourism Education Council
 - Yukon Chamber of Commerce
 - Whitehorse Chamber of Commerce
- Yukon Historical Museums Association

Approved by:

Deputy Minister, Tourism and Culture

Date

CONFIDENTIAL**T9****Session Briefing Note****Spring 2022****Tourism Cooperative Marketing Fund**

Tourism and Culture

Recommended response:

- The Tourism Cooperative Marketing Fund (TCMF) helps Yukon's tourism industry attract visitors and gain exposure. These marketing activities help strengthen the territory's tourism brand.
- The Tourism Cooperative Marketing Fund (TCMF) was increased from \$700K to \$1.23M for 2021/22 to position the sector for recovery through the Tourism Relief and Recovery Plan as pandemic restrictions are lifted.
- As of March 31, 2022, 168 clients have received funding in support for print, digital, and travel-based marketing projects. Funding has been provided to all eligible applicants, including those who had previously been on a waitlist.

Context—this may be an issue because:

- The tourism sector is still struggling with recovery, and there is interest in all tourism-related funding programs. Demand for TCMF funding is greater than our current budget (\$1M). There may be calls for the budget to be increased.

Background:

- As of March 31, 2022, 168 Yukon tourism businesses and organizations received funding for a total of \$1.23 million.
- All projects, including travel-related activities supported by TCMF, must reflect the advice of Yukon's Chief Medical Officer of Health and comply with any orders pursuant to the *Public Health and Safety Act*.

Approved by:

 Deputy Minister, Tourism and Culture

February 4, 2022

Date

CONFIDENTIAL**T 10****Session Briefing Note****Spring 2022****Carcross and Tourism****Tourism and Culture**

Recommended response:

- In recent years prior to the pandemic, Carcross saw unprecedented tourism growth, which was a strain on its people and infrastructure.
- Despite this, the Carcross/Tagish First Nation and the South Klondike Local Advisory Council see tourism as having great potential. They want tourism to happen, but they want it to be better managed with more direct benefits to local businesses and residents.
- Consistent with the Yukon Tourism Development Strategy, the Yukon government has a key role to play in supporting tourism in Carcross and ensuring the industry is managed in a sustainable way.

Additional response:

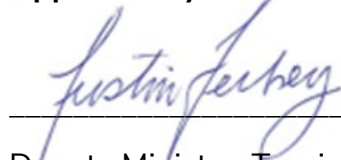
- In September 2021, the department hosted an informal meeting in Carcross with local tourism stakeholders to discuss the status of cruises in 2022; staffing and staff housing shortages; anticipated border-related challenges; access to government services; and resident sentiment. The group has agreed to meet regularly and work with department staff to raise issues within YG.
- The department has also been working with Carcross/Tagish Management Corporation to learn from other jurisdictions how other destinations are generating revenue from cruise travelers to off-set costs associated with hosting.
- The fact that Carcross does not have a local governing body continues to pose constraints in many areas, including community-based tourism development and management.

Context—this may be an issue because:

- Carcross faced significant tourism-related pressures before the pandemic, which could re-appear as the pandemic subsides and tourism resumes.
-

CONFIDENTIAL**T 10****Session Briefing Note****Spring 2022****Carcross and Tourism****Tourism and Culture****Background:**

- The department is prepared to work with Carcross/Tagish First Nation (C/TFN), South Klondike Local Advisory Council (SKLAC) and Carcross/Tagish Management Corporation (C/TMC) to advance the priorities identified within the Carcross Comprehensive Community Plan (CCCP) which include:
 - Visitor Management: visitor behavior, awareness campaigns, signage.
 - Waste Management: outhouses, garbage, recycling and dog feces.
 - Training for Operators: on local customs, history, values and places.
 - Drinking Water: Ensuring there is enough for both visitors and locals.
 - Meaningful Employment: for locals where possible.
- The meetings in Carcross were conducted under the banner of the CCCP, a federally funded planning initiative.
- Post-COVID, it is expected that visitation to Carcross will recover and continue to increase. Local organizations, businesses and residents do not feel prepared to host an increase in visitors.
- More than 300,000 people crossed into Yukon via the Fraser Border by bus or train in 2019. It is very likely that the majority of these people visited Carcross.
- There are a number of key stakeholder groups in Carcross in tourism development and management. Players include:
 - Carcross/Tagish First Nation Government;
 - Carcross/Tagish Management Corporation;
 - South Klondike Local Advisory Council;
 - Local and Yukon-based businesses and NPOs;
 - Local citizens;
 - National and international tour companies and corporations; and
 - Government of Yukon (multiple departments).

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**T 11****Session Briefing Note****Spring 2022****Condor / Whitehorse Airport
Upgrades**Tourism and Culture

Recommended response:

- In the fall of 2021, Condor announced a change to its summer schedule in 2022. The airline will now be flying from Frankfurt to Whitehorse on Tuesdays rather than its traditional Sunday slot.
- The 2022 summer schedule will still include a total of 17 rotations (return flights), so impacts on Yukon tourism businesses should be minimal once they adjust their schedules.
- Tourism and Culture officials remain in regular contact with the airline in support of the airline's return to service on the Frankfurt – Whitehorse route in 2022.

Additional response:

- A tender led by HPW for design and planning of airfield improvements, including planning for the replacement of the main runway, was issued last spring. Government of Yukon is working to ensure all steps are taken to mitigate the impacts on Condor and tourism operators.
-

Context—this may be an issue because:

- Construction timelines may impact the recovery of international market revenues for tourism operators by impeding the ability for Condor to land.
-

Background:

- Condor is a valued and long-standing partner of Yukon's tourism sector. The airline began flying to Yukon in 1998 and has been providing reliable, seasonal, non-stop air service from Frankfurt to Whitehorse since 1999.
 - Over the past 22 years, Condor has brought almost 100,000 visitors from Germany and other European nations. The airline celebrated the 20th anniversary of its Frankfurt – Whitehorse service in 2019.
 - A 2016 report prepared by Vector Research estimated that the economic impact of Condor's service from 1999-2015 was \$76.7 million. At \$4.5 million per year, the total 20-year economic impact of Condor's Yukon service is \$94.7 million.
-

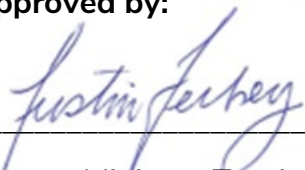
CONFIDENTIAL**T 11****Session Briefing Note****Spring 2022****Condor / Whitehorse Airport
Upgrades**

Tourism and Culture

- Whitehorse is the smallest city in Condor's North American route network, but is its highest yielding. The Yukon is the envy of many other larger jurisdictions in Canada that do not have direct air service from Europe.
- Tourism Yukon's international staff are in regular contact with the airline and are currently in negotiations on a joint marketing agreement with Condor and with German-based tour operator Canusa for the 2022 summer season. The latter will see Yukon destination videos airing on the inflight video system on Condor flights.

Erik Nielsen Whitehorse International Airport (ENWIA) runway upgrades

- The construction project is in the early stages, and it is too soon to say how Condor will be impacted. We will be working with Condor, HPW and tourism operators on options to mitigate any impacts that arise.
- HPW officials indicate that while construction on the smaller parallel runway is tentatively scheduled for summer 2022 (pending funding approval), the entire project will actually take several years to complete.
- This project could interfere with Condor's flights in 2024 and 2025 while the main runway is being upgraded. Domestic air service will be maintained utilizing the parallel runway during the reconstruction of the main runway; however, Condor's aircraft are too large to use the parallel runway.
- It is possible that Condor may not be able to land at ENWIA at all during the main runway reconstruction. If this is the case, it will have a significant immediate impact on businesses reliant on the high-yield Condor passengers.
- The total project costs are estimated to be approximately \$100 million.

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL

Session Briefing Note

Whitehorse Airport Airside Improvements

Spring 2022

Highways and
Public Works

Recommended response:

- Yukon's aviation system is essential for connecting our communities, building our economy and linking the Yukon with the rest of the world.
- The Yukon government continues to make strategic investments to keep our aerodromes and airports safe and open for business.
- Our government has made significant investments in aviation over the past few years, including upgrades to equipment and facilities.
- However, we know there is more work to be done in the future to help grow and develop Yukon's aviation system.

Additional response: Upcoming improvements

- A number of improvements to the airside of Erik Nielsen Whitehorse International Airport are needed to replace aging infrastructure and keep the airport up to standard.
- This work will ensure the airport can support current and future increases in jet service levels and will also build the airport's capacity to support forecasted increases in the tourism and resource development industries.
- The improvements include replacing the main runway, upgrading the parallel runway, developing airport land for commercial use, the construction of a new rotary area, and apron panel expansion.
- The department has applied for federal funding for these projects through the National Trade Corridors Fund and is awaiting a response.

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Session Briefing Note

Whitehorse Airport Airside Improvements

Spring 2022

Highways and
Public Works

Additional Response: Runway and taxiway improvements

- A two-year program to resurface selected taxiway and apron areas began last summer.
- In spring 2021 a tender was issued for the detailed design and planning for airfield improvements, replacement of the main runway, and upgrades to the parallel runway.
- The tender to upgrade the parallel runway, closed on January 19 and will be awarded soon. Construction is scheduled to begin this spring with completion in the fall.
- Planning for the reconstruction of the main runway is underway.

Additional Response: Maintenance Facility

- Planning work is underway for the replacement of the airport maintenance facility, which is critical to the operation of the airport.
- The new facility will be in a different location than the existing facility to allow for highway reconstruction and to maximize land available for the private sector at the airport.

Context—this may be an issue because:

- There are numerous airside projects happening at the Whitehorse Airport over the coming years.

Background:

- A major patching program was undertaken in 2017 for the main runway, which was primarily aimed at reducing potential foreign object debris.
- A Hot-In-Place asphalt recycling rehabilitation was completed in 2018, which was estimated to extend runway life by an additional five years. This allowed time

CONFIDENTIAL**Session Briefing Note**
Whitehorse Airport Airside
Improvements**Spring 2022**Highways and
Public Works

for the options analysis and planning of a more robust surface treatment, including subsurface, drainage, and lighting.

- The existing maintenance facility will be demolished along with the carpentry shed and old sand shed following completion of the new maintenance facility.

Approved by:



Deputy Minister, Highways and Public Works

Date Approved

CONFIDENTIAL

Session Briefing Note

Cruise Industry

T 12
Spring 2022
Tourism and Culture

Recommended response:

- After approximately 30 months with limited cruise traffic, Alaska is anticipating the return of cruise ships carrying approximately 1.5 million passengers during the summer of 2022.
- The cruise ship market is important to the Yukon's visitor industry and economy.
- Our partners in Skagway anticipate they will host close to 1 million visitors in 2022. The volume of people represents a capacity challenge for Skagway and an opportunity for Yukon businesses and communities to begin welcoming guests again.

Additional response:

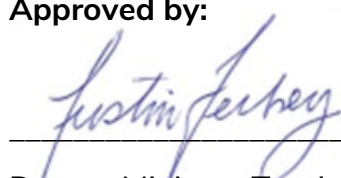
- The return of cruise passengers to Skagway and day excursions into Yukon will require efficient border processing for such things as confirming vaccination status and travel documentation. Yukon Government is part of a Border Working Group endeavoring to identify solutions to these concerns. (see **HOT1 Canadian Border Crossings**).
- Ongoing staffing shortages, supply chain bottlenecks and fluctuating consumer behavior will continue to affect Yukon businesses, but we are working closely with the tourism sector to discuss solutions toward a stable return to travel this summer.

Context—this may be an issue because:

- The department has received inquiries about the outlook for cruise visitation in 2022.
-

CONFIDENTIAL**T 12****Session Briefing Note
Cruise Industry****Spring 2022**
Tourism and Culture**Background:**

- Before Omicron took hold, tourism stakeholders and organizations across Canada were calling on the federal government to drop the COVID-19 test requirement for fully vaccinated travelers showing no symptoms of COVID-19 at the border.
- As of February 28, 2022, PCR COVID-19 tests have been replaced by rapid antigen tests, taken no longer than 24 hours before entry to Canada. However, this requirement could still present challenges for border processing at the Fraser crossing.
- Normally, same-day cruise passengers account for approximately 55% of all visitors to the Carcross and Southern Lakes region between June and September. The Yukon also receives approximately 16,000 to 18,000 Holland America passengers on multi-day post-cruise land tours each summer.
- In 2013, it was estimated that Holland America contributed between \$40M - \$60M annually to the Yukon's economy (i.e., visitor expenditures, company expenditures, Yukon payroll and the multiplier effect). Approximately \$16M of that contribution came directly from visitor expenditures.
- The cruise ship industry is an important part of Canada's domestic tourism sector injecting more than \$4B into the Canadian economy and directly and indirectly generating approximately 30,000 jobs.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**T 13****Session Briefing Note****Spring 2022****Yukon Story**Tourism and Culture

Recommended response

- The Yukon Story is an initiative under the Tourism Relief and Recovery Plan, pillar 4 – “Refining the brand and inspiring travelers to visit”.
- Yukon Story is a “place brand”, similar to the successful New Zealand Story. A place brand for the Yukon will build upon the tourism brand and leverage what makes Yukon unique, as we market ourselves to those who want to visit, invest, do business and live here, and purchase our exports.
- The initial phase of the Yukon Story has established the “Master Story” for the Yukon through a public engagement process. This initial work also provided background research and best practices, and recommendations of next steps. This first phase totaled \$173,000 and was completed in July 2021.

Additional response:

- In FY 2021-22, the department is focused on advancing the Yukon Story initiative by developing materials and content.
- In Nov. 2021, the department developed a marketing campaign in support of visual art exports from the Yukon to southern Canada through an \$80,000 marketing campaign in support of the Yukon Prize. The marketing campaign resulted in 137 stories running in national media outlets and generated some 85 million impressions across Canada. The total equivalent advertising value (i.e., the costs to purchase the same amount of advertising) of the campaign was estimated at just under \$800,000.
- A promotional booklet based on the Yukon Story has been developed for Yukon organizations that need help with talent recruitment to

CONFIDENTIAL**T 13****Session Briefing Note****Spring 2022****Yukon Story**Tourism and Culture

address our tight labour market here in the Yukon. The booklet should be available for distribution by late February or early March 2022. The approximate cost of the brochure is \$50,000.

- As well, we are developing a brand strategy to provide guidance for those interested in using the Yukon Story. Cost is to be determined in March 2022.
- A meeting of key stakeholders is scheduled for early April to review progress to date and discuss how to ensure broad adoption of the Yukon Story, as Yukon's place brand, in a collaborative and sustainable way.
- Department officials are currently working on the development of a Brand Strategy and Brand Toolkit that will provide a suite of content assets (such as photos, videos, graphic elements, and guidelines on how to how to deploy them), for use by Yukon businesses, government departments, NGO's and others in their work to advance the Yukon's interests in trade, tourism, talent attraction and investment.
- The work on the Brand Strategy and Brand Toolkit will begin in March 2022, and continue in phases. The timeline and costs are still being finalized, however the following major milestones are anticipated:
 - Brand Strategy development March – June
 - Conceptual / creative development – July / August
 - Production – September – March.
- A budget of approximately \$150,000 - \$175,000 is anticipated for this work (still TBD).
- A Project Charter to help guide the work in FY 2022-23 is being developed in March 2022.

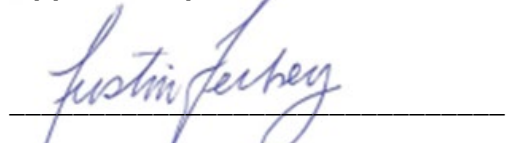
CONFIDENTIAL**T 13****Session Briefing Note****Spring 2022****Yukon Story**Tourism and Culture

Context—this may be an issue because:

- Growing interest in the Yukon Story, particularly to help with talent attraction, may lead to questions about the status of this project.
-

Background:

- This first phase of the Yukon Story project was led by the Yukon First Nation Chamber of Commerce under a transfer payment agreement with Tourism and Culture.
- Out of the 21 recommendations that came from this first phase, the first was to determine governance. What organization will be the permanent, long term “home” of the Yukon Story?
- This is a complex question that will require broad agreement among stakeholders, as well as strong financial backing.
- The department will continue to support the project while it gains momentum and wider acceptance and adoption.
- The Yukon Story concept has been getting significant traction as a means of helping address Yukon’s labour shortage.
- The Department of Education and the Public Service Commission are exploring using the Yukon Story for talent attraction.
- Key next steps will be to create a brand tool kit, content, and related stories aligned with the Yukon Story to establish a Yukon image library with photos shot by Yukoners; and hold sector-specific workshops in FY 2022-23. The total anticipated budget for these initiatives in FY 2022-23 is \$245,000.
- The Yukon Story will be part of the branding and marketing of the 2027 Canada Winter Games.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**C 1****Session Briefing Note****Spring 2022****Culture**Tourism and Culture

Recommended response:

- Government of Yukon is committed to supporting the celebration, preservation and interpretation of our history and heritage, and to promoting the arts and cultural industries.
- We recognize and affirm that arts, culture, and heritage have intrinsic value, as well as broad social and economic benefits. To this end, our government provides a range of funding and program supports to the creative and cultural sector, which we recognize as important contributors to our economy, society and quality of life.
- Our government has also released the Creative and Cultural Industries Strategy (CCIS), in an effort to bolster these industries, and we are currently planning a new First Nations Cultural Centre and Museums policy, which was promised in the CCIS.

Context—this may be an issue because:

- Some Yukoners may feel there is not enough Yukon government support for arts and culture.
-

Background:**Key facts**

- According to Statistics Canada, Yukon's culture GDP was \$59.7M in 2018 and amounted to 2% of the total territorial economy.
 - Through the Cultural Services Branch, the department distributes almost \$6.6M in funding to the culture sector annually.
 - In 2019-20, there were over 150,000 visits to Yukon's 20 museums and cultural centres. Visitation has plummeted since the emergence of COVID-19.
 - In 2019-20, the Yukon Arts Centre (YAC) reported a total attendance at its facilities and events of over 85,000. Since then, the number of events has been significantly reduced due to the pandemic, as has overall visitation. In 2020-21, YAC reported an attendance at performances of 5,535, with 16,725 in gallery attendance.
-

CONFIDENTIAL**C 1****Session Briefing Note****Spring 2022****Culture****Tourism and Culture**

- YAC has pivoted in numerous ways each time the restrictions have changed and has managed to keep its doors open more than any other Yukon cultural facility throughout the last two years.

Key initiatives

- In November 2021, the department released a Creative and Cultural Industries Strategy (CCIS) to better define how government will support the growth of creative and cultural industries over the next ten years, with an emphasis on recovery from the pandemic.
- As part of CCIS implementation, additional funding will be available to the cultural sectors, and a review and modernization of funding streams should yield improvements and efficiencies.
- The department is participating in implementing *Our Clean Future* through assessment and potential mitigation of historic sites at risk on Yukon's North Slope.

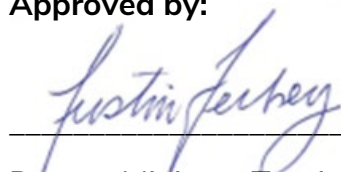
First Nations partnerships:

- Yukon is working closely with Yukon First Nations through the Yukon Forum Heritage Working Group to explore collaborative stewardship of heritage in the territory.
- Yukon Archives is working with the Council of Yukon First Nations, Yukon Native Language Centre, Northern Native Broadcasting Yukon, and the Yukon Council of Archives on various management, preservation and access-related archival records projects.
- We work with Yukon First Nations to preserve, develop and interpret five co-owned, co-managed historic sites identified in Yukon First Nation Final Agreements.
- Yukon is the only jurisdiction in Canada that has co-owned and co-managed historic sites with self-governing First Nations.

Collections Facilities

- Yukon government is planning for a combined arts and heritage resources collection facility.
- Numerous studies have demonstrated the collections are outgrowing capacity and are at medium-to-high risk due to deficient storage situations.

CONFIDENTIAL**C1****Session Briefing Note****Spring 2022****Culture**Tourism and Culture

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**C 2****Session Briefing Note
Yukon Archives****Spring 2022
Tourism and Culture**

Recommended response:

- Since 1972, Yukon Archives has preserved Yukon's written, visual and audio records.
- Yukon Archives is pursuing a number of initiatives with First Nations citizens, organizations and governments.
- Partnerships include: increasing accessibility of the materials, improving accuracy of descriptions and databases, and sharing knowledge and expertise on managing archival records.

Additional response:

- Yukon's documentary heritage is a source of pride for Yukoners, and we encourage researchers and citizens to connect with staff in order to learn about the treasure trove of material.
- We will be celebrating the 50th anniversary of the Yukon Archives later this year.

Context—this may be an issue because:

- The archival community in the Yukon is deeply committed to the preservation of Yukon's documentary heritage and periodically raises questions or issues with the Minister.
-

Background:**Key facts**

- Yukon Archives holds a variety of records, including government and non-government records and a library of published materials.
 - The Archives Act:
 - Designates Yukon Archives as the official repository for records;
 - Grants the authority to acquire, preserve, and provide access to Yukon's documentary heritage; and
 - Mandates that Yukon Archives authorize final dispositions for all Government of Yukon records.
 - Yukon Archives' 50th anniversary will be December 2022.
-

CONFIDENTIAL**C 2****Session Briefing Note
Yukon Archives****Spring 2022
Tourism and Culture**

About the collections

- Records at Yukon Archives include letters, diaries, manuscripts, photos, films, videos, sound recordings, maps, and architectural drawings.
- Yukon Archives also has a number of exhibits on display and available for loan.
- Exhibits are available for viewing online, and periodically in the Yukon Archives exhibition room, or at Arts Underground.

Digitization and Digital Preservation

- Yukon Archives is working on the digitization of video and sound recordings to address media format obsolescence as well as building a program to preserve born-digital materials.

Northern Native Broadcasting Yukon (NNBY)

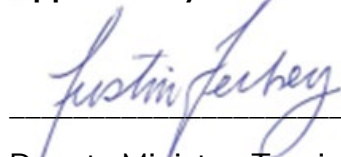
- Yukon Archives has provided recommendations and advice to NNBY for its massive collection of audio and video recordings of significant cultural value.

Council of Yukon First Nations (CYFN)

- Yukon Archives has provided secure storage for CYFN archival records since 2002.
- Since 2017, CYFN has undertaken a project to identify, arrange and describe the records. Yukon Archives provides office space and support.

Yukon Archives stakeholders

- Friends of the Yukon Archives Society works with Yukon Archives to acquire, preserve and provide access to Yukon's documentary heritage.
- The Yukon Council of Archives (YCA) provides a network for archival cooperation in Yukon. Yukon Archives assists the society with professional development and archival educational opportunities for members. Yukon Archives is in its fifth year of funding and providing support to the Yukon Council of Archives' Community Archivist, who provides advice to smaller archives on the preservation and management of records.

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

Session Briefing Note
Arts**Spring 2022**
Tourism and Culture

Recommended response:

- The Arts Unit is mandated to foster the development and enhancement of the arts in the Yukon. Over \$4 million is invested each year to support Yukon's arts sector, including \$1.8 million in applicant-driven funding.
- In 2020-21, we provided an additional \$425,000 of funding to the arts sector through our existing suite of programs in response to COVID-19 impacts.
- In 2021-22, we supported an additional 53 events for a total of \$467,100 through the *On Yukon Time: Great Yukon Summer Edition* program. There was originally \$503,931 committed to 57 events, but there were four cancellations and some recipients returned a portion of funding that was unspent. Eligible activities included arts, cultural, recreational and sporting events.

Additional response:

- The Arts Unit is actively working on the planning and coordination of the Arctic Arts Summit (AAS), scheduled for June 27-29, 2022 in Yukon and co-hosted by Government of Yukon and Canada Council for the Arts. AAS brings together artists and those involved in cultural fields from Arctic countries to strengthen the northern art community and to create infrastructure and partnerships for circumpolar arts to develop. This is the first time it will be hosted in Canada.
- The Arts Unit is also working on the implementation of the Creative and Cultural Industries Strategy (CCIS), which includes a funding program review and the creation of three new funding programs to support the sector.

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Arts****Spring 2022
Tourism and Culture**

- 2021 marked the 40th anniversary of the creation of the Yukon Permanent Art Collection. A special exhibit is on display at the Yukon Arts Centre (YAC) until the end of February 2022.

Context—this may be an issue because:

- Some Yukoners may not be aware of the various functions of the Arts Unit.
-

Background:**Key facts (see also – HOT5 Culture COVID Response)**

- The Arts Unit in the Cultural Services Branch:
 - provides funding to artists, organizations, and collectives and fosters professional development;
 - helps Yukon artists access their audiences on territorial, national and international stages;
 - helps to preserve and celebrate our cultural legacy through the Yukon Permanent Art Collection, public art and other government art collections;
 - is committed to creating meaningful partnerships and providing support for Indigenous arts practices; and
 - helps Yukon visual artists and craftspeople connect with audiences through Visual Art and Craft Strategy initiatives.

Funding programs

- As of January 15, 2022, Yukon government has funded 149 organizations, projects and activities through applicant-driven programs, including the Arts Fund, Arts Operating Fund, Touring Artist Fund, Advanced Artist Award, On Yukon Time, Culture Quest, Cultural Industries Training Fund and New Canadians Event Fund in 2021-22. The funding committed in the final intake of Arts Fund, Touring Artist Fund, and Cultural Industries Training Fund will be confirmed by March 1, 2022.
- The Arts Unit directly funds four organizations: Yukon Arts Centre, Dawson City Arts Society, Northern Cultural Expressions Society, and Yukon First Nations Culture & Tourism Association (YFNCT).
- The Arts Unit is working with the Creative and Cultural Industries Strategy (CCIS) Implementation Team to design a new Microgrant Program to launch in April 2022, which will address action 1.5 of the strategy. This Program will support the

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Arts****Spring 2022
Tourism and Culture**

creative and cultural sector to respond to unique opportunities and increases access to funding for first-time applicants and equity-deserving communities.

- Two additional new funding programs will be presented as a Management Board submission in 2022-23, to fulfill actions 1.4 and 1.6 of the CCIS. These will be developed in partnership with the Department of Economic Development.
- A funding program scan and review will begin in Spring 2022 and will include Arts funding programs. This will address Action 1.1 of the CCIS, which is to modernize and streamline existing funding programs.

Yukon Permanent Art Collection (YPAC)

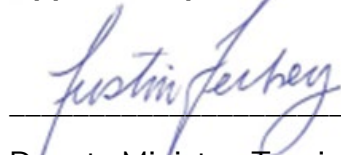
- 2021 marked the 40th anniversary of YPAC, which holds over 500 works displayed in more than 30 locations around the Yukon.
- The Friends of Yukon Permanent Art Collection (FOYPAC) selects new pieces for the collection through an annual, arms-length adjudication process.
- The Yukon Arts Centre storage vault, where the majority of the collection is stored, has reached capacity.

Other projects

- The Arts Section coordinated Yukon's representation in the Frankfurt Book Market in 2021, where Canada was the Guest of Honour country.
- The Arts Section is currently running a series of professional development workshops for visual artists in winter 2021-22, covering various topics centering around the business of being an artist. Topics include artist statement and biography writing, copyright, taxes, exporting art, and a preparatory workshop.

Yukon Arts Centre (YAC)

- YAC has found innovative ways to continue supporting the arts sector and offering programming during the pandemic
- The department has a 3-year funding agreement with YAC for the operations of the Old Fire Hall and the Wharf (\$175,000 annually).

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**C 4****Session Briefing Note****Spring 2022****Heritage**Tourism and Culture

Recommended Response:

- Government of Yukon values the importance of heritage and is committed to supporting the protection, preservation and interpretation of Yukon's human and natural history, in partnership with other governments and agencies.
- Yukon is home to fascinating and internationally-significant archaeological artifacts and palaeontological specimens. Protecting, preserving, and interpreting Yukon's heritage resources is critical for scientific research and sharing the story of Yukon.
- As climate change and mining activities impact our northern landscape, we are working diligently with Yukon First Nations to collect, manage, study and interpret these invaluable heritage resources.

Additional Response:

- In order to help steward and safeguard heritage resources, Government of Yukon is planning a new facility for the collections currently in its care. We are pursuing a new combined facility for both the heritage and art collections, which will create efficiencies and provide safe, accessible storage for our broad range of collections.

Context—this may be an issue because:

- The significant scientific discoveries in Yukon are frequently in the media and often of high public interest.
-

Background:**Archaeology/Palaeontology Programs:**

- The preservation of organic materials in alpine areas is exceptional in southern Yukon and, as a result, artifacts have remained intact in snow and ice for thousands of years.

CONFIDENTIAL**C 4****Session Briefing Note****Spring 2022****Heritage****Tourism and Culture**

- An atlatl dart discovered in 2018 in the traditional territories of Kwanlin Dün First Nation and Carcross/Tagish First Nation was dated over 1,200 years old.
- Other ice patch artifacts date over 9,000 years old.
- Palaeontological specimens that have been preserved in permafrost for more than 10,000 years are being unearthed in the Klondike Gold Fields as a result of partnerships with miners.
 - E.g., Wolf pup and caribou calf – each over 50,000 years old.

Yukon Geographical Place Names:

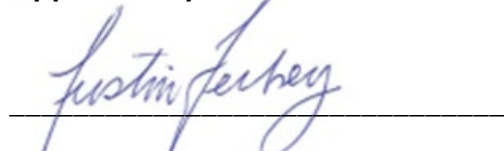
- Government of Yukon recognizes the importance of traditional names used by Yukon First Nations people for geographic features and areas.
- Work is underway with Yukon First Nations through the Yukon Geographical Place Names Program to record and name geographical features throughout Yukon.

Yukon Scientists and Explorers Act:

- The Yukon Scientists and Explorers Act states that anyone entering Yukon to carry out scientific research requires a license. Research carried out for commercial purposes is exempt.
- The department is responsible for licensing under the Act.
- The existing Scientists and Explorers Act dates back to 1958 and is in need of a review and modernization.

Yukon Forum - Heritage: (See C12. Heritage Working Group – Yukon Forum)

- As part of the Yukon Forum process, representatives from Yukon First Nations, the Council of Yukon First Nations, and Government of Yukon have established a formal process for collaborating on heritage management.

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**C 5****Session Briefing Note
Historic Sites****Spring 2022**
Tourism and Culture**Recommended response:**

- Government of Yukon works closely with Yukon First Nations governments, municipalities and communities to support the research, conservation and interpretation of our historic places.
- A number of Yukon's historic sites are co-managed by Yukon and First Nation governments, and demonstrate the opportunities afforded by positive partnerships.
- A priority in 2022 is implementing the new Conrad Historic Site Management Plan, along with the existing plans for other sites.

Additional response:

- New for this season is a "Sights and Sites" app that provides information on over 200 points of interest, including historic sites, campgrounds, wildlife viewing locations and interpretive spots.
- We are installing renewable energy systems at two historic sites this summer, as part of *Our Clean Future*.

Context—this may be an issue because:

- There may be questions about Yukon's historic sites and how they are managed.

Background:**Co-Owned/Co-Managed Sites (see Historic Sites appendix C05)**

- Yukon is the only jurisdiction in Canada that has co-owned, co-managed historic sites with self-governing First Nations including: Rampart House (VGFN); LaPierre House (VGFN); Fort Selkirk (SFN); Conrad (C/TFN), and Forty Mile, Fort Cudahy & Fort Constantine (TH).
- The Rampart House and LaPierre House Historic Site Heritage Management Plan is expected to be completed in 2022.
- Management planning for Shāwshe (Dalton Post) in conjunction with CAFN, per CAFN Final Agreement, is in the initial planning phase.

CONFIDENTIAL**C 5****Session Briefing Note
Historic Sites****Spring 2022**
Tourism and Culture**Interpretation**

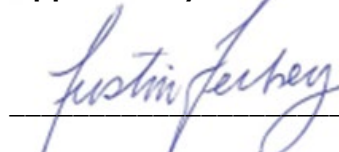
- The department's interpretive program develops interpretive panels for historic sites, rest stops, and self-guided walking tours in collaboration with communities and First Nations.

Yukon Saw Mill heritage building

- Since 2015 efforts have been underway to complete the rehabilitation work (started in the 1980s) in a phased approach to enable local contractors to bid on components of the work (all work to date has been local – Yukon).

Other projects

- **Robinson Roadhouse:** Stabilization is underway.
- **Train Crew House # 2:** Working with HPW to complete renovations with a public call for interest for occupancy anticipated in 2022.
- **Historic Properties Program:** Nine projects from Dawson, Carcross, Whitehorse were funded for a total of \$64,000 in 2021/22. 2022/23 applications will be reviewed following the deadline of March 1.
- **Yukon Historic Resources Fund:** Four applications supported for a total of \$32,000 in 2021/22. 2022/23 applications are due March 15.
- **Qiqiqtaruk/Herschel Island:** Supporting the conservation of historic buildings at Pauline Cove. Site visits were not possible in summers 2020 and 2021. Staff are planning a site visit in 2022.
- **Yukon Historic Sites Inventory program:** Supports the documentation and recording of historic places to inform responses to YESAB development submissions, land use planning, interpretation projects and informs Historic Site nominations.
- **Yukon Historic Sites:** Eleven sites are currently designated under the *Historic Resources Act*. St. Luke's Church and Archdeacon Memorial Church in Old Crow were most recently designated a Yukon Historic Site in July 2021.

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

First Nation	Site Name	Co-owned ⁱ	Co-managed ⁱⁱ	Designated a Yukon Historic Site under the Historic Resources Act	Mineral rights withdrawn	Notes
Selkirk First Nation	Fort Selkirk	✓	✓	August 6, 2010.	✓	Management Plan, Interpretation Plan (2004), Preservation Plan complete. Updated Heritage Management Plan approved June 2021.
First Nation of the Nacho Nyak Dun	Lansing Post	No (NND R-13B)	No	No	NND R-13B Category B land	Management Plan complete, signed by Chief and Minister, February 2018.
Tr'ondëk Hwëch'in	Forty Mile, Fort Cudahy, Fort Constantine	Pending	✓	No	✓	Management Plan, Interpretation Plan (2007), complete. Management Plan (2006) due for update.
Vuntut Gwitchin First Nation	Rampart House LaPierre House	✓ ✓	✓ ✓	Nomination underway.	✓ ✓	Management Plan (1999), Interpretive Signage Graphic Design Guidelines (Rampart House 2007, LaPierre House 2016). Management Plan Update underway (2019) delayed due to COVID expected completion fall 2022.
Carcross/Tagish First Nation	Tagish Post	✓	✓	No	✓	
First Nation	Site Name	Co-owned	Co-managed	Designated a Yukon Historic Site under the Historic Resources Act	Mineral rights withdrawn	Notes
Carcross/Tagish First Nation	Tsei Zhele / Sinwaa Eex'i Ye /Conrad	✓	✓	No	✓	Heritage Management Plan complete (2021). Interpretation Plan 2021. Interpretive Manual complete (2021).

Kwanlin Dün First Nation	Canyon City	No (YG land)	✓	No	✓	Interpretation Plan complete (1995).
Champagne Aishihik First Nation	Sha'washe ⁱⁱⁱ	No (CAFN R-8A)	✓	No		

ⁱ Co-owned: The site will have two owners, in which fee simple title is accorded (raised) in respect of both parties as tenants in common.

ⁱⁱ Co-managed: Applicable schedules to Chapter 13 of the FAs, specifies that management plans for the sites be developed for final approval by the Minister and the First Nation. And, are subject to dispute resolution under 26.3 if they can't come to agreement.

ⁱⁱⁱ Sha'washe: Identified as a Special Management Area under Chapter 10 of the CAFN Final Agreement.

CONFIDENTIAL**C 6****Session Briefing Note****Spring 2022****Museums and Cultural Centres**Tourism and Culture

Recommended response:

- Yukon First Nation cultural centres and museums preserve and celebrate Yukon's historical and cultural legacies, connecting past, present and future generations.
- We are pleased to support 19 First Nations cultural centres and museums through financial agreements and the provision of specialized advice and expertise in collections management and conservation.
- Annual Roundtable meetings of cultural centres and museums help facilitate information-sharing, build community and networks, and inform policy direction.

Additional response:

- Government of Yukon, along with museums, cultural centres, and Yukon First Nations are developing a new Yukon First Nation Cultural Centres and Museums Policy.
 - This policy will update key definitions, and set guidelines and standards, and will also broach the topic of funding security for the various facilities.
-

Context—this may be an issue because:

- Members of the public and members of the Opposition are interested in hearing about the status of Yukon's museums and cultural centres.
-

Background:

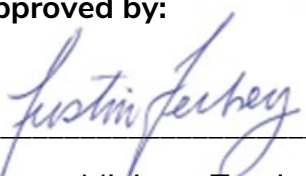
- Government of Yukon supports 8 First Nation cultural centres, 3 municipal museums and 8 not-for-profit museums.
 - Government of Yukon also owns and operates the Yukon Beringia Interpretive Centre, the only museum in Canada to focus on the last great Ice Age.
 - Two YG funding programs support museums and cultural centres:
 - Over \$1.6 million through the Museum Contribution Program to support operations and maintenance;
-

CONFIDENTIAL**C 6****Session Briefing Note****Spring 2022****Museums and Cultural Centres****Tourism and Culture**

- Almost \$350,000 through the Special Projects Capital Assistance Program for museological projects.
- In summer 2019, the Yukon Historical and Museums Association surveyed members and requested that operational funding be increased to address rising costs.
- The department regularly receives feedback reflecting insufficient support to heritage institutions.
- The 2021 annual roundtable focused on discussions about a new Yukon First Nation Cultural Centres and Museums Policy and gathering clients' input into services both provided and required.

Dawson City Museum Revitalization (see also C08 - Dawson City Museum OTAB (HPW))

- Yukon government is proud to support the revitalization of the Old Territorial Administration Building (OTAB) in Dawson City, a designated National Historic Site of Canada.
- The revitalization of OTAB was scheduled to be completed by 2022-23 and plans were in place to respect tenant operations. Both the timeline and operations of the museum will be impacted by project delays.
- In addition to the revitalization of OTAB, the department provided \$500,000 to support the renewal of exhibits at the Dawson City Museum that were in place for three decades, and present new opportunities to interpret Yukon's past and present for all visitors.

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**C 7****Session Briefing Note****Spring 2022****MacBride Museum Society**Tourism and Culture

Recommended response:

- Government of Yukon provides the MacBride Museum Society with a significant amount of funding annually in support of operations and projects.
- The society receives \$182,000 annually to operate the MacBride Museum and \$50,000 annually to operate the MacBride Copperbelt Mining Museum from the Government of Yukon.
- An exhibit project and a security enhancement project were also funded in 2021/22 through the Special Projects Capital Assistance program.

Additional response:

- In a recent transfer payment agreement, the MacBride Museum Society received an additional \$217,407 in 2020/21 to pay the museum's outstanding taxes. It received \$50,000 in 2021/22 to pay for taxes and will receive an additional \$50,000 in 2022/23 to pay for taxes, in exchange for services to Yukon government.
- Government of Yukon values and supports the considerable network of museums and cultural centres across Yukon.
- Our government is also in the process of developing a Yukon First Nations Cultural Centres and Museums Policy with input from our local stakeholders, as promised in the Creative and Cultural Industries Strategy (CCIS), which was released in November 2021.

Context—this may be an issue because:

- MacBride's dispute with the City of Whitehorse over property taxes was well publicized, and there is public interest in how this was resolved.
-

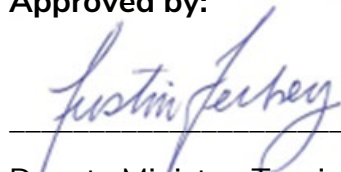
Session Briefing Note**Spring 2022****MacBride Museum Society****Tourism and Culture**

Background:

- The MacBride Museum Society is one of 19 not-for-profit societies, municipalities and Yukon First Nations that receive funding and support services from the Department of Tourism and Culture to operate museums and cultural centres.
- The MacBride Museum Society operates both the MacBride Museum and the MacBride Museum on the Copperbelt.
- Operational funding through the Museum Contribution Program for MacBride Museum has increased from \$23,500 in 2001/02 to \$232,000 (\$182,000 in core funding with an additional \$50,000 through the agreement for property tax) in 2021/22.
- In addition, the MacBride Museum Society receives \$50,000 annually to operate the MacBride Museum on the Copperbelt.
- MacBride Museum is the only museum or cultural centre in the Yukon that receives more than \$130,000 annually, placing them in a funding tier of their own.
- In October 2016, Yukon government entered into a two-year transfer payment agreement with MacBride Museum to provide \$3,000,000 for the construction of an expansion to their existing museum. Another \$3,000,000 was provided by the Government of Canada through the Canada Cultural Spaces Fund.
- In 2020/21, MacBride Museum requested additional operational funding to pay for property taxes owed to the City of Whitehorse. Additional services, in exchange for increased funding, were agreed upon through a signed amendment to the existing three-year transfer payment agreement.
 - The total value of the three-year agreement is \$863,410.
 - Year 1 (2020-21) of the agreement is \$182,000 of core funding, and \$217,410 for tax arrears, paid directly to the City of Whitehorse.
 - Year 2 (2021-22) is \$182,000 of core funding, and \$50,000 for winter and shoulder season tourism experiences for a total of \$232,000.
 - Year 3 (2022-23) funding is the same as Year 2, totaling \$232,000.
- Other than reporting required for initial payments in 2021/22, no reporting on operational agreements has been provided to the department to date by the MacBride Museum Society.
- In addition to operational funding, in the last 10 years the museum has accessed project funding from the Special Project Capital Assistance Program. The museum was approved for 17 projects totaling \$472,487 during this time period.

CONFIDENTIAL**C 7****Session Briefing Note****Spring 2022****MacBride Museum Society****Tourism and Culture**

- In total, including MCP, SPCAP and one-time funding, over \$6.1 million has been invested in MacBride Museum in the past decade (2012/13 – 2021/22) by the department. In the previous decade (2002/03-2011/12) \$2.3 million was invested.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL

Session Briefing Note

Spring 2022

Dawson City Museum (Old Territorial Administration Building)

Highways and
Public Works

Recommended response:

- The Yukon government is proud to support the revitalization of the Old Territorial Administration Building in Dawson City, a designated National Historic Site of Canada.
- This project will improve the energy performance of the building and will assist in extending the life of this important asset.
- The Dawson City Museum Society has received federal funding to upgrade its exhibits and Highways and Public Works and the Department of Tourism and Culture are working collaboratively with the society to plan the project and expand exhibit space to the second floor.

Additional response:

- The project is happening in phases to minimize disruptions to the museum's operations.
- The first phase of work is complete. This included flooring and structural work that allowed the Dawson City Museum to install new display cabinetry.
- The next phase of work will be tendered this spring, with construction beginning shortly after.

Context—this may be an issue because:

- A recent package of work was cancelled as the bids were over the project's budget.

CONFIDENTIAL**Session Briefing Note****Spring 2022****Dawson City Museum (Old
Territorial Administration Building)**Highways and
Public Works**Background:**

- The Old Territorial Administration Building is a historically significant property both for its architecture and because it was the territory's administrative building from 1901 to 1952.
- The building currently houses the Dawson City Museum, Dawson City Court and Environment Yukon Offices.
- The government purchased the property in 1976, and undertook a major renovation including some exterior work in the 1980s.
- There is a co-management agreement in place between Highways and Public Works and Tourism and Culture to preserve heritage properties such as this one.
- Projects scheduled for this building include:
 - a roof upgrade;
 - structural enhancements to the second floor;
 - retrofits to enhance the building's energy performance; and
 - upgrades to the building's fire protection systems.
- In the 2020-2021 fiscal year, the department spent \$495,000 on design work and some aspects of building rehabilitation.

Approved by:


Deputy Minister, Highways and Public Works

Date Approved

CONFIDENTIAL**C 9****Session Briefing Note****Spring 2022****First Nations Cultural Centres and Museums Policy** Tourism and Culture

Recommended response:

- We are pleased to support 19 First Nations cultural centres and museums through financial agreements and providing expertise and resources for collections management and conservation.
- Support to First Nation cultural centres and museums is guided by a policy, which is outdated and no longer reflects the current realities and operational practices of these heritage institutions.
- A new First Nations Cultural Centres and Museums Policy is being initiated to update the supports and more correctly reflect roles and responsibilities within the museums and cultural centres community.

Additional response:

- The policy will be high-level, with a clear vision and an overarching goal of providing a foundation for a sustainable and thriving sector.
- The 2021 annual Museums and Cultural Centres Roundtable was focused on this initiative, and we look forward to the healthy and vibrant dialogue to come.

Context—this may be an issue because:

- Yukon Museums Policy is an active engagement process that may draw questions.
 - A number of cultural centres and museums regularly advocate for increased funding.
-

Background:

- The Yukon Museums Policy, which came into effect in 1989, guides the relationship between the Yukon government and the First Nation cultural centres and museums it supports.
- The policy is out-of-date, predates the Umbrella Final Agreement and Yukon First Nation self-government and does not reflect the current realities and operational

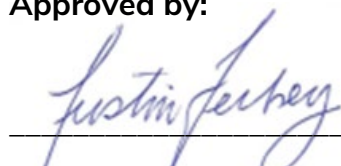
CONFIDENTIAL**C 9****Session Briefing Note****Spring 2022****First Nations Cultural Centres and Museums Policy** Tourism and Culture

practices for First Nation cultural centres and museums. In particular, the policy does not sufficiently acknowledge the distinction and unique role of Yukon First Nation cultural centres.

- To more effectively serve the sector, a new Yukon First Nations Cultural Centres and Museums Policy will modernize the Yukon governments' relationship with cultural centres and museums, as well as clarify the assistance provided through YG funding programs and technical supports such as training, advice and collections care support.
- Consultation will be carried out with First Nation governments, and targeted public engagement with municipalities, and non-profit culture and heritage organizations on the development of a new Yukon First Nations Cultural Centres and Museums Policy.
- The timeframe for engagement will be from **March to September 2022**, and will include the eight Yukon First Nations with cultural centres, as well as the six other Yukon First Nations, the three municipalities that run museums, and the seven museum societies.
- **An update on the consultation** and the draft policy will be shared with the targeted audience outlined above, as well as with participants at the Museums and Cultural Centres Roundtable in November 2022, with input accepted up to January 2023. Final policy approval and implementation is anticipated in February/March 2023.
- Unlike most Canadian jurisdictions, Yukon does not have legislation governing museums or a centralized territorial museum. Instead, there is a network of 19 First Nation cultural centres and museums throughout the territory that interpret and share our unique heritage.
- These cultural centres and museums are operated by three different types of bodies: First Nation governments (8 cultural centres), municipal governments (3 museums) and not-for-profit societies (8 museums).
- Efforts have been made to adjust levels of funding by recognizing past funding inequities and the different levels of subsidies that cultural centres and museums receive. However, an overarching funding formula for the different types of cultural centres and museums has not been established.

CONFIDENTIAL**C 9****Session Briefing Note****Spring 2022****First Nations Cultural Centres and Museums Policy** Tourism and Culture

- Standards have been developed in collaboration with cultural centres and museums and are used as best practices, future plans for their implementation have not been determined. Governments and organizations that operate these facilities are interested in equitable and supportive programs and services.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**C 10****Session Briefing Note****Spring 2022****Arts and Heritage Resources
Collection Facility**Tourism and Culture

Recommended response:

- The Department of Tourism and Culture has a legislated and ethical responsibility to provide the proper care for Yukon's important heritage and art collections.
- Many items in our collections are irreplaceable and globally-significant. A number of items are held in care on behalf of Yukon First Nations.
- Under this mandate, we are pursuing a new combined facility for Yukon government's heritage and art collections. Combining storage needs will create efficiencies and provide safe, accessible storage for our broad range of collections.
- The facility will be designed in participation with Yukon First Nations and other partners.

Additional response:

- The current storage facilities for YG collections are deficient and put them at medium to high risk of deterioration or damage.
- We are working to secure the capital dollars required for the design and construction of this new facility. The department has identified \$850,000 for planning and design for the facility in 2022-23.

Context—this may be an issue because:

- The public, First Nations, and arts and culture non-profit groups have an interest in our collections and are interested in updates on the storage facility.

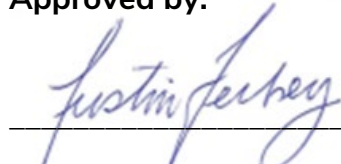
Background:

- Government of Yukon is the steward of thousands of priceless archaeological artifacts and palaeontological specimens.

CONFIDENTIAL**C 10****Session Briefing Note****Spring 2022****Arts and Heritage Resources
Collection Facility**

Tourism and Culture

- We also hold an impressive and extensive art collection of over 500 pieces on behalf of Yukoners.
- The Beringia ice-age fossil record in Yukon is unique in Canada, yielding important scientific information about extinct ice-age fauna and the impacts of climate change.
- The archaeological record in Yukon is world-renowned for its studies in ice-patch archaeology and the history of early humankind on the continent.
- With the adoption of a distributed community museum model in the Yukon Museum Policy of 1989, it was the intention to build a central resource facility that could both house fragile and important collections and service the many museums throughout the Yukon.
- Since the development of that museums policy, 16 studies have referenced or cited the need for such a facility and many have advised of the imminent risk to Yukon collections in its absence.
- In June 2021, the Minister of Tourism and Culture's mandate letter from the Premier specified, "Continuing to work to establish a heritage resource centre for the conservation and protection of Yukon's archaeological, paleontological and cultural artifacts."
- The storage requirements for the Yukon Permanent Art Collection (YPAC) must meet or exceed the Canadian Conservation Institute's Class A guidelines for climate control, inventory and security.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**C 11****Session Briefing Note****Spring 2022****Mountain Music Festival**Tourism and Culture

Recommended response:

- The vision behind the Mountain Music Festival is to create a multi-day event that draws visitors from across Canada and the world to experience the unique and rich cultural scene of Yukon.
- A large destination event will serve to highlight already-established events and businesses by exposing them to new audiences.
- A new festival will also create new opportunities in the arts and cultural sectors, and contribute to economic recovery. Held in the Fall, this event will draw visitors during the shoulder season, thereby extending the summer tourism season.

Additional response:

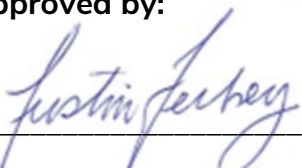
- The concept is being explored by a number of partners and stakeholders.
- An event of this magnitude will require significant planning.
- An initial meeting with key stakeholders will take place in March or April 2022 to start defining the scope and timing of the first Mountain Music Festival.

Context—this may be an issue because:

- This is a platform commitment and there may questions about its status.
-

Background:

- There are a number of existing music and arts festivals in Yukon. An umbrella festival concept, with some additional headliners will generate tourism interest.

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

CONFIDENTIAL**C 12****Session Briefing Note****Spring 2022****Heritage Working Group –Yukon Forum**

Tourism and Culture

Recommended response:

- As part of the Yukon Forum process, representatives from all 11 Self-Governing First Nations, the Council of Yukon First Nations (CYFN), and Government of Yukon signed the 'Heritage MOU' that formally established the Heritage Working Group (HWG) in 2019.
- Since that time, the HWG has been meeting regularly and has developed a Terms of Reference and a work plan that lays out priority areas and initiatives for collaborative heritage management.
- The advancement of the work of the HWG upholds the Yukon Forum commitment for Yukon government and Yukon First Nations to work together in the spirit of reconciliation and collaboration.

Additional response:

- The advancement of the HWG workplan is an important step towards achieving the objectives of Chapter 13 of the Umbrella Final Agreement and Yukon First Nations Final Agreements.
- Yukon government has provided funding to support a position at CYFN to assist the HWG to implement the key work plan initiatives.

Context—this may be an issue because:

There may be interest in the Yukon Forum and the progress of the HWG's work.

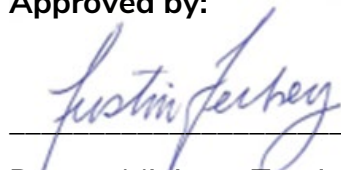
Background:

- This collaborative initiative reflects a renewed and positive approach to ensuring Yukon's heritage and historic resources are preserved and managed for the benefit and understanding of future generations.

CONFIDENTIAL**C 12****Session Briefing Note****Spring 2022****Heritage Working Group –Yukon Forum**

Tourism and Culture

- Government of Yukon is providing the Council of Yukon First Nations with \$140,000 annually for 3 years starting in 2021 for a Heritage Policy Analyst position.
- The draft Yukon Forum Heritage Work Plan addresses the collaborative management of heritage and historic resources in Yukon in four areas:
 - Respectful partnership and shared vision;
 - Review of relevant legislation and policies;
 - Review of operational structures and procedures; and
 - Communication protocols.
- The two top priorities for the HWG are:
 - **Collaborative Heritage Management.** Yukon government's *Historic Resources Act* is dated and does not align with First Nation Final Agreements. The HWG is undertaking preliminary research into developing mechanisms to support collaborative heritage management in the Yukon.
 - **Public Education and Awareness.** Tourism and Culture, on behalf of the HWG and CYFN, has entered into a contract with Aasman Brand Communications to develop a campaign to educate the public about heritage resources, their value to Yukoners, and what to do with chance finds. The campaign will be ready to launch in Spring 2022. Tourism and Culture contributed \$50,000 to this project in 2021/22.

Approved by:


Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

Session Briefing Note**Spring 2022****Fossil Palaeo Resources Trade**Tourism and Culture

Recommended response:

- Tourism and Culture is aware of ongoing trade in the Yukon of mammoth ivory and has received several reports of commercial ivory sales as recently as January 2022.
- Tourism and Culture is currently examining options to address this issue and is in discussions with partners on how to improve the collaborative management of palaeontological resources.
- Tr'ondëk Hwëch'in is an active partner in protecting heritage resources within its Traditional Territory, which is an area with a high volume of significant finds.

Additional response:

- There is long-standing collaboration between Yukon's palaeontology program and placer miners. Palaeontological fossils of high scientific significance are often unearthed through placer mining.
- All palaeontological finds in Yukon, including mammoth tusks and ivory, are historic objects and protected under the *Historic Resources Act*.
- In addition, fossils, which are defined as heritage resources are protected under the Umbrella Final Agreement and Yukon First Nation final agreements.

Context—this may be an issue because:

- There are always questions about the trade of fossils in Yukon, in particular mammoth ivory.
- The legislation governing palaeontological resources requires refinement, as well as regulations in order to operationalize improved management.

Session Briefing Note**Spring 2022****Fossil Palaeo Resources Trade**

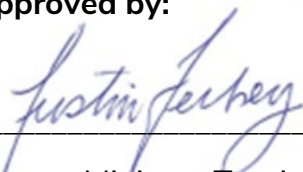
Tourism and Culture

Background:

- Fossil mammoth tusks and ivory are historic resources under the Yukon's *Historic Resources Act* and are considered heritage resources under the *Umbrella Final Agreement*. All finds should be reported to Government of Yukon and/or First Nations governments.
- Most fossil mammoth tusks and ivory are found at placer gold mining operations in the Klondike goldfields.
- The *Placer Mining Land Use Regulation* requires placer miners to report all historic object discoveries (including palaeontological specimens) to the Chief Mining Inspector, who has authority to stop mining activity near the site of discoveries.
- There is a significant commercial market for fossil tusks and ivory, and Government of Yukon has no regulations or formal mechanisms in place to manage the surrender, release or sale of mammoth ivory.
- For years it was thought that the scientific value of most mammoth ivory was limited; however, newer technologies enable deeper study of tusks and the scientific value of mammoth tusks and ivory is increasing in importance.
- Previous efforts to establish regulations for palaeontology under the *Historic Resources Act*, and specifically to address the commercial trade in fossils, have been met with hesitance and resistance by a variety of stakeholders.
- Without palaeontology regulations:
 - There is no process for permitting export of fossils outside the Yukon to the rest of Canada or internationally;
 - There is no process for transfer of ownership; and
 - There is no protection of scientifically and nationally significant fossils.
- Updating the *Historic Resources Act* (HRA) is one avenue to address fossil management.
- The Department of Energy Mines and Resources is in the process of updating territorial mining legislation, and there is an opportunity to include a regulation specific to mammoth ivory that is discovered as a result of mining activities.
- A heritage resources awareness campaign launching in Spring 2022 will help raise awareness about what to do when encountering heritage resources and historic objects.

CONFIDENTIAL**C 13****Session Briefing Note****Spring 2022****Fossil Palaeo Resources Trade**Tourism and Culture

Approved by:



February 4, 2022

Deputy Minister, Tourism and Culture

[Date approved]

Session Briefing Note
Geographical Place Names**Spring 2022**
Tourism and Culture

Recommended response:

- Place names are an essential part of Yukon's heritage. They preserve a record of the territory's rich history and culture, giving the landscape power and meaning.
- The priority for the Yukon Geographical Place Names Program is reinstating traditional indigenous names.
- A recent exciting development is that all official place names can now be viewed on Yukon government's GeoYukon mapping tool.

Additional response:

- Any Yukoner can submit an application to name or rename geographical features such as lakes, rivers and mountains, in a way that reflect our diverse cultures, history and landscape.
- Several First Nations have submitted applications for renaming geographic features, which are being processed by the department and reviewed by the Yukon Geographical Place Names Board.
- While the department plays a critical role in administering the naming process, prioritization of place name recommendations are the sole authority of the Board, in consultation with First Nation governments.

Context—this may be an issue because:

- Issues related to place names are periodically in the media and may lead to questions about the program and how the place names process works.
-

CONFIDENTIAL**C 14****Session Briefing Note
Geographical Place Names****Spring 2022**
Tourism and Culture**Background:**

- The Yukon Toponymist reviews geographic place name submissions and coordinates consultation with affected First Nations. The applications then go to the Yukon Geographical Place Names Board for review, which then makes recommendations to the Minister of T&C.
- The Board has not met since March 2021 due to COVID-19 physical distancing requirements and challenges with on-line meetings.
- The Board has commenced reviewing submissions via email, and the Minister should receive place name recommendations for consideration this Spring.
- Since 2020, the department has held consultations with Carcross/Tagish First Nation, Kwanlin Dun First Nation, Ta'an Kwach'an Council, Taku River Tlingit, and Teslin Tlingit Council regarding submissions from Carcross/Tagish First Nation.
- In 2021, the department consulted with 10 Yukon First Nations on over 200 place name submissions.
- Submissions from Teslin Tlingit Council have been prepared for consultation with First Nations on whose traditional territories the geographical features are located.

Specific topic areas

- Several media reports have highlighted the fact that a number of place names in Yukon contain a derogatory word.
- Two such names within CAFN Traditional Territory were recently replaced with Ts'ach'än Dhäl and Ts'ach'än Chù. These names were proposed by CAFN and relate to traditional stories tied to the region.
- The replacement of these names from online sources is underway, with updates to the Yukon Gazetteer, GeoYukon Yukon Place Names layer and Canadian Geographic Names Database. Further updates to official Government of Yukon mapping sources are continuing.
- Once updates are complete, joint public communications, led by CAFN will be planned.

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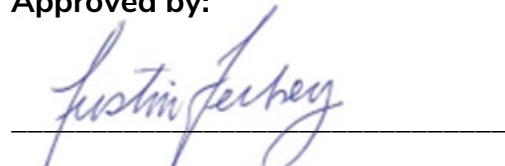
C 14

Session Briefing Note
Geographical Place Names

Spring 2022
Tourism and Culture

- Discussions with First Nations are ongoing to consider remaining features with derogatory names.

Approved by:



Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

Session Briefing Note**Spring 2022****UNESCO World Heritage Nomination** Tourism & Culture

Recommended response:

- A new UNESCO world heritage nomination for Tr'ondëk-Klondike was submitted to the World Heritage Centre in early 2021. Tr'ondëk Hwëch'in is the lead on this project with support from Government of Yukon and Parks Canada.
- The nomination is undergoing a review process, which included a recent site visit from a world heritage expert. The World Heritage Committee is anticipated to provide its decision in summer 2022.
- Tr'ondëk-Klondike is a testament to Tr'ondëk Hwëch'in's enduring relationship with the land and their successful adaptation to a dramatically changing world initiated by the Klondike Gold Rush.

Additional response:

- The overall nomination includes eight component parts that, while geographically separate from each other, when considered together tell the story of colonialism and Tr'ondëk Hwëch'in's experiences and adaptation in their homeland.
- The Tr'ondëk-Klondike Advisory Committee, Government of Yukon, City of Dawson, Tr'ondëk Hwëch'in government and Klondike National Historic Sites - Parks Canada have all worked together in support of the nomination.

CONFIDENTIAL**C 15****Session Briefing Note****Spring 2022****UNESCO World Heritage Nomination** Tourism & Culture

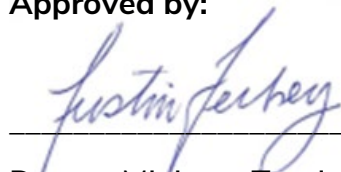
Context—this may be an issue because:

- There was mixed support for the initial nomination due to potential impacts on the mining industry in Yukon.
 - The nomination has been revised and all component parts are already either managed heritage sites or Settlement Land.
 - A recommendation on inscription is anticipated in the Spring of 2022. The results may generate a lot of celebration or reflection on if or how to proceed with the nomination.
-

Background:

- The sites included in this nomination are: 26 designated historic sites in Dawson City (National Historic Sites, Yukon Historic Sites, Municipal Historic Sites), Jëjik Ddhä Dënezhu Kek'i (Moosehide Village), Ch'ëdähchëk kek'it (Forty Mile, Fort Constantine and Fort Cudahy), Fort Reliance on the Yukon River and Tthe zray kek'it (Black City) on the Blackstone River.
 - Costs for the development of the nomination were \$254,000, with Government of Yukon providing \$80,000. The remainder of the funds were provided by Parks Canada and CanNor. In addition, Government of Yukon provided staff time valued at approximately \$50,000 to support preparing the nomination.
 - Parks Canada is the State Party representative for Canada for World Heritage. World heritage nominations can only be submitted by the State Party.
 - An Interim Report and Request for Further Information was received from ICOMOS, December 20, 2021, which highlighted a few areas of concern. This included a request for expanded site buffers to further our commitment to ensuring that mining does not occur in the vicinity of the nominated component parts, and increased clarity concerning decision-making mechanisms of the stewardship committee in managing the site after inscription.
 - If the site is inscribed, a modest amount of additional annual funding will be required in support of implementation.
-

CONFIDENTIAL**C 15****Session Briefing Note****Spring 2022****UNESCO World Heritage Nomination** Tourism & Culture

Approved by:

Deputy Minister, Tourism and Culture

February 4, 2022

[Date approved]

Session Briefing Note**Spring 2022****Arctic Arts Summit**Tourism and Culture

Recommended response:

- The Government of Yukon and the Canada Council for the Arts will co-host the third international Arctic Arts Summit in Whitehorse, Yukon. The Summit is scheduled for June 27-29, 2022 to coincide with the Adäka Cultural Festival.
- The key aim of the Arctic Arts Summit is to strengthen arts and culture in the North and develop circumpolar cooperation to stimulate collaboration in arts and creative industries.
- The Summit has a strong Indigenous and youth focus. A team of Indigenous Curators is developing the artistic and discursive programming: Katie Johnson (Yukon), Heather Igloliorte (national) and Maria Utsi (international).
- Over 300 artists, cultural leaders, policy makers and participants from the cultural sector will attend from Arctic countries and the Indigenous Nations of the Circumpolar region.
- Invitations have been extended to and attendance has been confirmed from: The Kingdom of Denmark and Greenland, Finland, Iceland, Norway, Sweden and the United States. Within Canada, Northwest Territories, Nunavut, Nunavik and Nunatsiavut will be represented.
- Invitees include Mary Simon, Canada's first Indigenous Governor General, all Yukon First Nation Chiefs, Grand Chief and Regional Chief as well as a delegation of Ministers responsible for Culture nationally and internationally.
- A digital platform is available to offer lead-up programming and showcase content from all participating nations.

Session Briefing Note**Spring 2022****Arctic Arts Summit**Tourism and Culture

Additional response:

- The Yukon First Nation Culture and Tourism Association (YFNCT) and Yukon Arts Centre (YAC) are presenting partners of the Summit.
 - Other partners include Canadian Geographic, Canadian Heritage and the Inuit Art Foundation.
-

Context—this may be an issue because:

- The public may be interested in the Arctic Arts Summit and the Yukon's role in hosting this international event.

Background:

- In 2017, staff from the department of Tourism and Culture attended the first-ever Arctic Arts Summit in Norway.
- The second Summit took place in Finland in 2019. Yukon First Nations Culture and Tourism Association (YFNCT) led a strong delegation with participants from Yukon, Northwest Territories and Nunavut.
- In February 2020, Canada Council chose Yukon to host the 2021 Arctic Arts Summit. Due to the pandemic, the Summit was later postponed to June 2022.
- The Arts Section has been working closely with the Canada Council and community partners on this initiative. Tourism and Culture has signed:
 - A Memorandum of Understanding (MOU) to facilitate a collaborative approach and outline the Parties' roles and expectations;
 - A Letter of Agreement setting the terms and conditions governing the financial contribution from Canada Council to the Government of Yukon; and
 - A transfer payment agreement with the Yukon Arts Centre for the coordination of the in-person summit.
- The Canada Council for the Arts and the Government of Yukon are sharing the costs related to the Summit.
 - Canada Council for the Arts is providing YG with \$230,000 over two fiscal years for the in-person Summit and for outreach. Canada Council is also

Session Briefing Note**Spring 2022****Arctic Arts Summit**Tourism and Culture

paying directly for: \$50k international liaison; \$160k for the digital platform partnership; \$200k for the digital content.

- \$310,000 has been identified in the department's 2022-2023 budget for the in-person Summit.
- A Russian delegation attended the 2017 and 2019 Arctic Arts Summits. Invitations have not been extended to Russia to attend the 2022 Summit.

Approved by:

Deputy Minister, Tourism & Culture

March 4, 2022

CONFIDENTIAL**TAB 169****Session Briefing Note****Spring 2022****COVID-19 Government Wide Note**Health and Social
Services

Recommended response:

- It is expected that COVID-19 will present an endemic risk for many years to come. We must continue protecting our health care system and our vulnerable populations. But now, we must start learning how to live with this virus and minimize its impacts on our daily lives.
- *Forging Ahead: Yukon's Continued Response to COVID-19* outlines our goals for ensuring the safety and well-being of Yukoners and how we will adapt to COVID-19 becoming a normal part of our lives.
- This plan includes the steps we are taking to limit the spread of disease, ensure Yukoners are connected to the social, mental and physical health supports and services they require, and move forward with our plan to help Yukoners to succeed.
- Throughout the pandemic and the Yukon's safe and measured reopening, our government has followed the advice and recommendations of the Office of the Chief Medical Officer of Health. We will continue to do so.
- While we expect the State of Emergency to be lifted at or before its current timeframe, should the need arise we will respond quickly and effectively, as we have throughout the pandemic as informed by evidence and the needs of Yukoners.

Additional response:

- COVID-19 continues to have a disproportionate impact on our most vulnerable, including seniors, Elders, those with precarious or insecure housing, individuals living with chronic conditions, and unvaccinated individuals.

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Services

- Forging Ahead reaffirms our commitment to ensuring all Yukoners remain safe, and outlines the steps we are taking to keep these vulnerable populations protected from COVID-19 and its unintended consequences.
- Our one government approach and close collaboration with communities, First Nations, local partners and non-government organizations allows us deliver the appropriate level of health and social care required to meet our community's needs and remain responsive to their concerns.
- We are well-positioned to increase supports and surge capacity should the need arise. Rapid Response Teams will remain available to provide targeted COVID-19 testing when necessary, and all eligible Yukoners who wish to receive their COVID-19 vaccine will be able to do so.
- We expect to keep a self-isolation facility in Whitehorse operational until at least March 2022, and person-centered social supports and services are being provided in Whitehorse and in communities.
- Targeted public health measures developed by the Office of the Chief Medical Officer of Health are in place for settings such as schools, Whitehorse Correctional Centre, the Whitehorse Emergency Shelter and health care facilities, including Yukon hospitals.
- Moving forward, we are focused on reducing the number of people susceptible to COVID-19 and its variants through partnerships with First Nation governments and First Nations, increased vaccination, maintaining our testing capabilities and the capacity of our health and social care system, providing supports to our most vulnerable, and implementing targeted measures to the areas of highest risk.

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Services

Context—this may be an issue because:

- There is significant and ongoing interest in the Yukon's plans for moving forward while COVID-19 continues to present a threat.

Background:

- The Yukon initially declared a State of Emergency on March 27, 2020. It was lifted on August 25, 2021 but with the arrival of the Delta variant, it was reinstated on November 8, 2021.
- Public health measures under the *Civil Emergency Measures Act* (CEMA) and the *Public Health and Safety Act* (PHSA) remain in place. These include limits on capacity and gathering sizes, requiring proof of vaccination in designated settings, mandatory vaccine for public servants and frontline health care workers and mandatory masking for public indoor spaces.
- Under the *Public Health and Safety Act*, the Chief Medical Officer of Health is responsible for monitoring, investigating, and responding to a communicable disease. The Act and the *Communicable Disease Regulations* provide the Chief Medical Officer of Health with a number of authorities to ensure the health and safety of Yukoners.
- The Yukon's original reopening plan, *A Path Forward: Yukon's Plan for Lifting COVID-19 Restrictions*, was released on May 15, 2021 and was informed by the available evidence on COVID-19, risk assessments and timelines for developing and delivering a vaccine.
- On March 5, 2021, an updated plan, *A Path Forward: Next Steps*, was released and outlined the thresholds for easing public health measures while also ensuring the health and safety of Yukoners.
- An endemic can be understood as the stable spread of a disease from person-to-person without significant exponential growth amongst a population; or, the presence of a disease within a population but at a rate that does not see widespread transmission.

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Services

-
- Despite having one of the highest vaccination rates in Canada, the Yukon was one of the first jurisdictions in the world to see how quickly COVID-19 could spread amongst a highly vaccinated population.

Approved by:

Deputy Minister, Health and Social Services

February 9, 2022

[Date approved]

CONFIDENTIAL**TAB #C5****Session Briefing Note****Fall 2021****Housing Issues**Yukon Housing Corporation

Recommended response:

- We are working on initiatives to create more Community Housing options that support the development of a full housing continuum across the Yukon.
- Community Housing is a vital community resource that support Yukon individuals and households who are facing housing affordability, availability and vulnerability.
- In November 2020, we launched the Canada Yukon Housing Benefit, a rental subsidy for low to moderate income households to help Yukoners with housing affordability.
- We are moving forward with the implementation of the federal Northern Carve Out, from the National Co-Investment fund, to build new housing for Yukoners.
- We offer capital incentive programs for partners to develop and increase housing options throughout the Yukon.
- Our new approach to housing for employees aims to decrease the housing cost disparities in communities, further incentivize private sector investment in housing, and prioritize the government's existing staff housing units to the critical needs for community wellbeing.
- We are guided by the Safe at Home Plan, the Housing Action Plan for Yukon, the Aging in Place Action Plan, and the Putting People First report to work with our partners on initiatives from housing with support services, to Community Housing, to private market rental, to home ownership.

Additional response:

Prepared for Minister responsible for
the Yukon Housing Corporation

Date prepared: September 9, 2021

Session Briefing Note**Fall 2021****Housing Issues**Yukon Housing Corporation

- We know that the Yukon is facing an acute housing shortage. We are seeing housing prices increase and vacancy rates drop, and we know that too many people are struggling to find adequate and affordable housing.
- That is why across government, we are working with stakeholders to develop new land parcels, increase housing stock, and to explore innovative approaches to help address housing supply solutions.

Context—this may be an issue because:

- Since the COVID-19 pandemic started, Yukoners have been facing housing challenges including increased housing prices and low vacancy rates.

Background:**Measures during COVID-19:**

- During the COVID-19 pandemic, housing prices in Whitehorse have continued to climb.

Housing Action Plan and Safe at Home Plan:

- The 10-year Housing Action Plan (HAP) for Yukon was launched in 2015 and provides guidance on housing priorities for the territory.
- A committee made up of key housing stakeholders and partners from across the territory oversees its implementation.
- The Safe at Home Community Based Action Plan to End and Prevent Homelessness (Safe at Home) was launched in November 2017.
- The Safe at Home plan was developed by the Government of Yukon, the City of Whitehorse, Kwanlin Dün First Nation, the Ta'an Kwäch'än Council and a number of local NGOs.

CONFIDENTIAL**TAB #C5****Session Briefing Note****Fall 2021****Housing Issues**

Yukon Housing Corporation

- The Safe at Home Society, oversees implementation, under direction of the key stakeholders, and recently released a three-year progress report.
- The Safe at Home Society has submitted under the federal Rapid Housing Initiative 2.0 a 55-unit supportive housing project proposal.

Land:

- The Government of Yukon continues to make land available to support the construction of new housing for Yukoners. This includes land development work in Whistle Bend and in Yukon's communities, and work towards releasing the 5th and Rogers parcel in Whitehorse for future development.
- The Land Development Branch is implementing an integrated land development program to maintain lot inventories across the Yukon, support private sector development and support First Nations in developing their land for citizen housing.

Major investments in housing include:

- The Canada Yukon Housing Benefit, an eight year rent subsidy program to support low to moderate income Yukoners renting private market rental housing. □ \$4.5 million in funding for the Normandy project, currently under construction in Whitehorse. This project will be a privately owned senior's residence with some supports.
- \$18 million (over two years) for the design and construction of the 4th and Jeckell 47-unit mixed-income housing development in Whitehorse, and \$1.1 million to plan new Yukon Housing Corporation housing in Old Crow, Watson Lake and Carcross.
- \$5.77 million commitment (over two years, 2020-21 & 2021-22) to the Challenge Cornerstone project, in addition to funding already provided for purchase of the land and project development.
- \$5.77 million as a capital grant
- \$1.5 million through the Developer Build Loan
- \$750 thousand for the purchase of their land;

Session Briefing Note**Fall 2021****Housing Issues**Yukon Housing Corporation

- \$500 thousand under Municipal Matching Rental Construction;
- \$500 thousand under the Housing Initiatives Fund; and
- \$150 thousand under the Victims of Violence Program.
- \$3.6 million annually under the Housing Initiatives Fund, which is in its fourth year.
- \$2.4 million will flow to Yukon through a Northern Housing Fund under the National Housing Strategy.
- \$6.9 million for First Nation Energy Efficiency Program and \$8.4 million for Community Housing retrofits under the Low Carbon Economy Fund (LCEF). The funding is provided on a 75% (Canada) - 25% (territory) cost-matching ratio between 2019 and 2023.
- \$4.1 million for the construction of a Housing First residence for vulnerable individuals (5th and Wood St.) in Whitehorse.
- Continued commitment by Government of Yukon toward the Municipal Matching Rental Construction program for new rental units.

Community Housing:

- We have an approved “Community Housing” program, which aligns with the National Housing Strategy, and includes a broader range of programs, and removes the stigma attached to social housing.
- We are improving our Community Housing program to enable more affordable and appropriate housing solutions for low-income Yukoners including direct provision of housing, rent subsidies and loans and grants programs.
- Currently, we offer over 700 homes through our social housing program in which eligible Yukoners pay 25% of their income for rent (rent-geared-to-income), support for 90 households through our rent supplement program and over 200 Yukoners through the Canada-Yukon Housing Benefit.
- Seniors are a priority for this government. We are working on the implementation of the Aging in Place Action Plan and, as we continue to modernize our community housing program, we will tailor our approach to meet the unique housing needs of seniors living in community housing.

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Yukon Housing Corporation

- Yukon First Nation's governments also offer community housing in many communities. To keep this housing in good repair we offer grant programs to help renovate and retrofit First Nations' housing.

Affordable rental housing incentives (in partnership with the private market):

- Four Housing Initiatives Fund intakes in June 2018, February 2019, January 2020, and January 2021 resulted in agreements for construction of more than XYZ total housing units (including approximately XYZ affordable housing units). The fourth intake closed on January 15, 2021, and is supporting 8 more shovel ready housing projects, totaling an estimated XYZ affordable housing units, and four housing project concepts that are under development.
- The Housing Initiative Fund 5th intake will occur between the middle of November 2021 to the middle of January 2022.
- Since its launch in 2015, the Municipal Matching Rental Construction Grant has supported the construction of over 300 new rental homes throughout the Yukon.
- In 2020-21, our homeownership loans, relaunched to focus on buying and building rural Yukon, have helped 14 Yukoners buy or build their first homes.

Approved by:

Mary Cameron
President, Yukon Housing Corporation

September 9, 2021

[Date approved]

CONFIDENTIAL**#5****Session Briefing Note****Fall 2021****Our Clean Future**Environment
Energy, Mines and Resources

Recommended response:

- We live in a world that is rapidly changing.
- Climate change is impacting ecosystems, harvesting, infrastructure, leisure activities, and many other aspects of our lives.
- The Yukon population is growing. And this comes with a growing need for reliable, affordable and renewable energy to continue to power our lives, work, and economy.
- New economic opportunities are also emerging in the sustainable, green economy.
- Implementing the actions in *Our Clean Future* is our answer to the climate emergency and in recognition of the urgency of the climate crisis.
- We have increased the territory's greenhouse gas reduction target from 30 per cent to a 45 per cent reduction by 2030, compared to 2010 levels.

Additional response:

- We have already made progress in taking action on climate change following the release of *Our Clean Future* in fall 2020.
- We released the first annual report on *Our Clean Future* on August 13, 2021. This outlines the status of all of the actions in the strategy and shares data on a number of key performance indicators, including updated greenhouse gas emissions data.
- We are working across our government to identify which *Our Clean Future* actions can be accelerated to meet our new 45 per cent reduction target.

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Energy, Mines and Resources

- We will also be working with experts and stakeholders across the territory and beyond to identify opportunities and approaches to reach this ambitious target. This will include working with the new Yukon Climate Leadership Council

Third response:

- We know the Yukon's road transportation sector is currently the largest emitter of greenhouse gas emissions. To support emissions reductions, we have already made progress by launching new clean transportation rebates – issuing rebates for 29 battery-powered electric vehicles, 41 plug-in hybrid vehicles and 355 e-bikes as of the end of September 2021.
- We are also making advancements in renewable transportation fuels.
- In order to reach Yukon's 2030 greenhouse gas reduction target, the use of renewable fuels for transportation is necessary. We will establish requirements to blend gasoline and diesel with renewable fuels beginning in 2025.
- We estimate that applying renewable fuel requirements in Yukon will achieve around 20 per cent of the necessary emissions reductions.
- We will engage with major fuel suppliers, users and work with our counterparts at the federal level to develop a new regulation for Yukon's own fuel blending requirements.
- Further progress on *Our Clean Future* actions includes increasing our rebate for smart electric heating devices, launching the [second](#) Youth Panel on Climate Change and supporting building and energy efficiency retrofits.

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Energy, Mines and Resources

- We are also on track to set an intensity-based target for greenhouse gas emissions from Yukon's mining industry by the end of 2022.

Context — this may be an issue because:

- The first annual report on *Our Clean Future* was released on August 13, 2021. Yukoners will want to know the Government of Yukon's progress in delivering on the commitments in the strategy.
- The 2021 Confidence and Supply Agreement between the Yukon Liberal Caucus and the NDP Caucus committed to reducing greenhouse gas emissions by 45 per cent by 2030, compared to 2010, creating a Yukon Climate Leadership Council and a policy implementation committee that will report to the public every six months. There may be questions from the public and the Opposition as to how the Government of Yukon plans to meet and support these commitments.

Background:Cost and economic impact

- The total cost to implement *Our Clean Future* over the next 10 years was estimated to be over \$500 million, including existing departmental expenditures and secured federal funding. Additional actions needed to achieve the new 45 per cent greenhouse gas reduction target are likely to result in additional costs.
- Over \$400 million of the original \$500 million investment will directly support economic development and recovery by investing in local renewable energy, infrastructure and building projects, encouraging purchases of green technologies such as zero emission vehicles and e-bikes, and supporting Yukon businesses and workers to develop new skills for the green economy.
- The implementation of *Our Clean Future* is taking place over three phases. At the end of each phase, we will review our progress and reassess spending for the upcoming phase to ensure our investments continue to align with our goals and priorities.
- Departments have budgeted over \$50 million for *Our Clean Future* initiatives in 2021-22. This amount is consistent with our original commitment to invest over

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Energy, Mines and Resources

\$500 million in climate change, energy and green economy initiatives over the next 10 years.

- The Government of Canada's 2021-22 budget includes \$25 million for Yukon's climate change priorities, this is expected to go toward a combination of Our Clean Future initiatives and related renewable energy projects.
- Our Clean Future is estimated to create or support 115 jobs each year for retrofits to residential, commercial and institutional buildings, including installation of renewable heating systems.

Targets

- Our Clean Future sets several targets for 2030 :
 - Yukon's greenhouse emissions will be 45 per cent lower than they were in 2010 (increased from 30 per cent by the Liberal-NDP agreement);
 - 97 per cent of the electricity on Yukon's main grid will be generated from renewable sources on average;
 - 30 per cent less diesel will be used to generate electricity in off-grid communities, compared to 2010;
 - 50 per cent of our heating needs will be met by renewable sources; and
 - Yukon will be highly resilient to the impacts of climate change.
- By 2050, Yukon's total greenhouse gas emissions will reach net zero. This aligns with the Government of Canada's announcement to legislate a national target of net zero emissions by 2050, with legally-binding five-year milestones.
- Our Clean future commits the Government of Yukon to legislate greenhouse gas and renewable electricity generation commitments. These commitments are included in the proposed Clean Energy Act, which is out for engagement with the public, stakeholders and Yukon First Nations until January 7, 2022.
- The current actions were estimated to get us three-quarters of the way to the 30 per cent greenhouse gas reduction target by 2030. We will support the Yukon Climate Leadership Council in their development of a plan to achieve the more ambitious 45 per cent target.

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Energy, Mines and Resources

- Any gap to reaching the 45 per cent target after this work is completed will be closed over time as we learn which actions are working well, what can be improved, and as new technologies emerge over the next 10 years. This approach would be consistent with British Columbia and Canada.
- We expect that announcements in the new federal Strengthened Climate Plan, including planned increases to the federal carbon price – will help Yukon get closer to our 2030 greenhouse gas reduction target. The increase to the federal carbon price will be reflected in updated modelling included in the first annual progress report.

Progress

- The actions outlined below provide a snapshot of progress to date. The annual public report, released in summer 2021, provides official information on the status of all actions and progress indicators, including greenhouse gas emissions.
- *Our Clean Future* contains 131 actions, 104 of which are new commitments with deadlines. The remaining 27 actions are commitments to continue with existing successful initiatives.
- Of the 11 actions listed for completion in 2020, nine have been **completed**
 - Increase the capacity in Yukon Wildland Fire to prevent wildfires and respond to extended fire seasons by investing in staffing in 2020 (CS).
 - Continue to provide rebates for residential, commercial and institutional biomass heating systems and smart electric heating devices and increase the current rebate for smart electric heating devices beginning in 2020 (EMR).
 - Provide rebates to encourage the purchase of electric bicycles for personal and business commuting beginning in 2020 (EMR).
 - Provide a rebate to Yukon businesses and individuals who purchase eligible zero-emission vehicles beginning in 2020 (EMR).
 - Provide rebates to support the installation of smart electric vehicle charging stations at residential, commercial and institutional buildings in collaboration with Yukon's public utilities beginning in 2020 (EMR).

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Energy, Mines and Resources

- Create a Youth Panel on Climate Change in 2020 that will provide advice and perspectives to the Government of Yukon on climate change, energy and green economy matters that reflect the diversity of Yukon youth (ECO).
- Incorporate support, where possible, for local food producers into the Government of Yukon procurement processes beginning in 2020 (HPW).
- Incorporate fuel efficiency into purchasing decisions for the Government of Yukon fleet vehicles beginning in 2020 to reduce greenhouse gas emissions and fuel costs (HPW).
- Provide direction to the Yukon Utilities Board in 2020 to allow Yukon's public utilities to partner with the Government of Yukon to pursue cost-effective demand-side management measures (YDC).
- While the remaining two actions due for completion in 2020 are in progress, the delay is due to limited resources or shifting priorities:
 - Update the Government of Yukon's procurement policies and standards in 2020 to better support sustainable and local procurement (HPW). Anticipated completion in December 2021 (HPW).
 - Implement a glacier monitoring program in 2020 to improve our ability to predict the impacts of glacier melt on hydrological systems and hydroelectricity generation (EMR). Anticipated completion in January 2022.
- There are 19 actions in *Our Clean Future* listed for completion in 2021, and three have already been completed:
 - Increase the Government of Yukon's participation in intergovernmental initiatives related to mine resiliency, low-carbon mining and innovation (EMR).
 - Improve modelling of the impacts of climate change on hydroelectricity reservoirs and incorporate this information into short, medium and long-term forecasts for renewable hydroelectricity generation (YEC).
 - Establish a partnership between the Government of Yukon, Yukon Energy Corporation and ATCO Electric Yukon that will collaborate on the delivery of energy and capacity demand-side management programs (EMR & YEC).

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- Ministers receive an update on the progress of action items for our Clean Future at the halfway point of each calendar year.
- A 2017 Auditor General of Canada report was critical of the Government of Yukon on its climate action. *Our Clean Future* addresses the report's recommendations, including through the commitment to clear and transparent annual reporting.
- The *Our Clean Future* strategy was developed in partnership with Yukon First Nations, transboundary Indigenous groups, and Yukon municipalities over the course of three years. The Government of Yukon will continue to work collaboratively with Yukon First Nations on climate change initiatives, including through the new Yukon Climate Leadership Council.

Approved by:


November 17, 2021

Deputy Minister of Environment

Date approved



Deputy Minister of Energy, Mines and Resources



Date approved

Tourism and Culture Actions and Costing in 'Our Clean Future'

Actions:

- **Action E5 (Energy Production):** Evaluate the potential to generate renewable electricity at remote historic sites co-managed by the Government of Yukon and Yukon First Nations by 2022.
 - Solvest completed a site assessment at Fort Selkirk in fall 2021 and provided recommendations for solar upgrades at the site. They also recommended new systems at Forty Mile and Rampart House Historic Sites.
 - Recommendation for solar systems is being reviewed, and Historic Sites will be issuing a tender to purchase the systems this winter.
 - 2021/22= \$50,000 from Our Clean Future and \$20,000 contribution from Tourism and Culture.
 - 2022/23 = installation of systems summer 2022. Costs will be covered by Tourism and Culture and site co-managers.
- **Action P8 (People & the Environment):** Work collaboratively with First Nations and the Inuvialuit to document information from historic sites and culturally important places on the North Slope that are at risk due to climate change by 2024.
 - Engagement has been delayed due to COVID travel restrictions. Engagement and site visits anticipated for summer 2022.
 - 2021/22=\$25,000
 - 2022/23=\$40,000
 - 2023/24=\$40,000
- **Action 110 (Innovation):** Establish and implement a framework to measure the sustainability of tourism development in Yukon by 2021.
 - The Yukon Sustainable Tourism Framework will support sector-wide sustainable tourism development through the annual measurement of conditions across several key elements of tourism.
 - The project has been delayed because we needed to do additional engagement with our stakeholders. We have completed that engagement and are confident to proceed. Anticipating completion by May 2022.
 - Funding in 2021/22 was \$90,000 with \$50,000/year for the life of the strategy
 - 2021/22 Budget detail:
 - Sustainable Tourism Framework Video: \$45,000
 - Sustainable Tourism Framework Info Website: \$500
 - INSTO Application Report Design: \$4000
 - Data purchase: \$2000

- Due to unanticipated project delays, the remaining \$38,500 was not spent this fiscal.
- **Action 111 (Innovation):** Develop and implement a system to track greenhouse gas emissions from Yukon's tourism industry by 2021.
 - Yukon Bureau of Statistics, with support from the Department of Tourism and Culture, have developed a model to estimate GHGs attributable to tourism.
 - *Report on Greenhouse Gas Emissions attributable to Tourism in Yukon 2017-2019*, a public facing report, will be finalized early in the new year (2022)
 - 2021/22=\$12,000 – Biannual report
 - 2023/24=\$12,000 – Biannual report

Human Resources:

- FTE beginning in 2021-22 = \$100,000/per year for the life of the strategy to fund the sustainable tourism position

Financial Resources:

Net Budget (\$000)	2021-22	2022-23	2023-24
O&M Budget	\$277	\$190	\$202

Session Briefing Note**Spring 2022****Support for Burial Sites
Investigations**Executive Council
Office

Recommended response:

- The Yukon government recognizes the lasting impact of the trauma caused by the residential school system on Survivors, their families and communities.
- We will continue to support Yukon First Nations, the Inuvialuit Regional Corporation and transboundary First Nations in their efforts to bring to light and record the harms of residential schools as a key part of reconciliation.
- We remain committed to providing support to Yukon First Nations who wish to conduct searches or other work at former residential school sites.

Additional response:

- The Yukon government has offered our support to the Yukon First Nation Governments' Burial Site Investigation Committee. We look forward to continuing to help the Committee advance this important work in ways that are respectful and support healing and reconciliation.
- We were pleased to hear that the Government of Canada is providing additional funding to support residential school Survivors and their communities across the country.

Context—this may be an issue because:

- There has been extensive media coverage of the discovery of buried remains on the grounds of former residential schools across Canada in 2021. This has spurred an outpouring of grief across the country, and calls for the preservation and investigation of all residential school sites in Canada.

Background:

- There were five residential schools in the territory and one in northern British Columbia (BC) for Yukon First Nations students: Chooutla Residential School in Carcross; Coudert Hall (predecessor to Yukon Hall) and Whitehorse Baptist Mission in Whitehorse; the Shingle Point School in Shingle Point (predecessor to All Saints in

Session Briefing Note**Spring 2022****Support for Burial Sites
Investigations**Executive Council
Office

Aklavik); St. Paul's Hostel in Dawson City; and the Lower Post Residential School in BC.

- At the Yukon Forum on June 4, 2021, the Yukon government (YG) committed to provide supports to Yukon First Nations (YFNs) for the investigation of former residential school sites.

Yukon First Nation Governments' Burial Site Investigation Committee

- A Yukon First Nation Governments' Burial Site Investigation Committee (the Committee) was established by Kwanlin Dün First Nation (KDFN) Chief Doris Bill and Carcross/Tagish First Nation (C/TFN) Haa Shaa du Hen Lynda Dickson. The Committee has formal representation from nine YFN governments, and continues to correspond with transboundary and Yukon First Nations as well as the Inuvialuit Regional Corporation. YG and Canada regularly attend Committee meetings to assist in project planning when invited to do so, though neither are official members of the Committee.
- The Committee's mandate is to identify and locate (by searching with ground penetrating radar) unmarked graves at former Residential School sites in the Yukon, and to develop a work plan on behalf of all 14 YFNs with short- and long-term goals of resolving issues related to residential schools.
- On October 27, 2021, the Committee submitted a funding request to Canada and YG for fiscal years 2021/22 to 2024/25. The initial work plan focuses on C/TFN's ongoing work at the Choooutla residential school site in 2021/22, to be followed by work at the Whitehorse sites with KDFN starting in 2022/23, and work at the northern Yukon sites with Tr'ondëk Hwëch'in and the Inuvialuit Regional Corporation starting in 2024/25.
- To date, YG has committed \$218,000 for the first year of operation of the Committee.
- YFNs will lead the search for potential burial sites, as provided for by the Umbrella Final Agreement (UFA) which specifies that activities related to burials are at the discretion of YFNs.
- A permit to search or excavate for historic objects would normally be required under the Yukon Historic Resources Act (YHRA), but as the UFA takes precedence over the YHRA, a permit will not be required provided that the work is led by a Yukon First Nation.

CONFIDENTIAL**TAB****Session Briefing Note****Spring 2022****Support for Burial Sites
Investigations**Executive Council
Office

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- Technical experts at the Heritage Resources Unit of Tourism and Culture will be available to support First Nations with planning and undertaking research upon request.

Approved by:



Deputy Minister, Executive Council Office

February 4, 2022

Date

CONFIDENTIAL**TAB C****Session Briefing Note****Spring 2022****Inflation**Executive Council
Office

Recommended response:

- Yukon's economy continues to show signs of strength with low unemployment and strong GDP growth but the territory is seeing the impacts of inflation which has increased across the country at the fastest rate since the early 1990's.
- The inflation rate in Whitehorse jumped from 3.7 per cent in January to 4.5 per cent in February.
- Inflation in the Yukon generally follows inflation in the rest of the country. The 4.5 per cent increase in the Whitehorse consumer price index remains well below the national rate of 5.7 per cent and is the second-lowest in the country, behind Iqaluit (2.9%). This is the fourth consecutive month that the year-over-year growth in consumer price index for Whitehorse has been below national growth
- Global factors have increased the cost of essential consumer goods like food and gasoline. Low interest rates have helped push up demand for housing resulting in rising rents and home prices.

Additional response:

- This government is conscious of the effects rising inflation has on families and has taken action to protect their finances.
- Budget 2022-23 invests in housing supply, universal childcare, paid sick leave and a territory-wide dental plan.
- Budget 2022-23 is also notable for what it does not contain: no new taxes, no increased tax rates and no increases in fees.

CONFIDENTIAL**TAB C****Session Briefing Note****Spring 2022****Inflation**Executive Council
Office

Additional response:

- The Council of the Federation met on March 10 to discuss the increasing gas and energy prices being experienced globally.
- We discussed some of the strategies available to deal with the significant impact these prices are having on Canadians.
- We continue to explore options in the short-term.
- We also discussed the long-term energy security of Canada.
- Premiers are interested in finding ways to reduce the financial burden on Canadians, while reducing our dependence on other countries, and will be seeking to have more conversations with the federal government about this important issue.

Context—this may be an issue because:

- Inflation has increased to thirty-year highs in many countries, including Canada.
- Energy prices have been a significant driver and these prices are more obvious to consumers.
- Housing affordability has been a concern in Yukon for several years.

Background:

- Premiers discussed the increasing gas prices on a Council of the Federation call on March 10, 2022.
- They agreed to write to the Prime Minister regarding their concerns with affordability and to seek action from the federal government to reduce the burden.

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- Key government led programs and initiatives that address inflation and affordability in the Yukon:

Health and Social Services**Annual increase to support cost of living increases for non-government organizations: 2022-23**

- In the 2022-23 fiscal year, the Department of Health and Social Services will provide a 1.75% increase to manage cost of living to all non-government organizations with transfer of payment agreements.
- The 1.75% increase aligns with past allocations and with considerations in other Yukon Government negotiations and discussions.
- The department has adjusted its current funding allocation to accommodate a 1.75% increase for non-government organizations.
- This commitment will advance the relationships between the organizations and the department.

Executive Council Office:**Youth Directorate Funding to Community Organizations**

- In 2021-22, the Youth Directorate provided over \$1.1 million to support operational funding to:
 - Association franco-yukonnaise – \$25,000
 - BYTE-Empowering Youth Society – \$274,000
 - Boys and Girls Club of Yukon – \$277,000
 - Heart of Riverdale Community Centre – \$278, 000
 - Youth of Today Society – \$271,000
- These operationally funded organizations will be starting their renewed three-year transfer payment agreements in 2022-23. All have requested increases to their annual operational funding.

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- Commencing in 2022-23 these organizations will receive the following funding increases to offset COVID-related expenses and other operational expenses.
 - Association franco-yukonnaise + \$6000/year (**\$31,000 total/year**)
 - BYTE-Empowering Youth Society + \$20,000/year (\$294,000 + \$10,000 = **\$304,000 total/year**). BYTE receives an additional \$10,000 of project funding to support their Leaders in Training conference which will be amalgamated into their operational funding agreement commencing in 2022-23.
 - Boys and Girls Club of Yukon + \$20,000/year (**\$297,000 total/year**)
 - Heart of Riverdale Community Centre + \$20,000/year (**\$298,000 total/year**)
 - Youth of Today Society + \$20,000/year (**\$291,000 total/year**)
- These bolded values will be the new annual totals of the respective three-year transfer payment agreements.

Education**Funding for early childhood education**

- The Government of Yukon has made significant and ongoing financial investments in Early Learning and Child Care and we signed two agreements with the Government of Canada to access an additional \$54.3 million in federal funding over the next five years to support Universal Child Care in the Yukon.
 - New agreement: the Canada-Yukon Canada-Wide Early Learning and Child Care Agreement (signed in July 2021) for \$42M over 5 years (2021-22 to 2025-26).
 - Extended agreement: the Canada-Yukon Early Learning and Child Care Agreement (signed in August 2021) for \$10.1M over 4 years (2021-22 to

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2024-25), including a one-time Workforce Development Action Plan for \$2.5M in 2021-22.

- The new Universal Program has reduced parent fees to less than \$10 per day on average.
- Wages for early childhood educators employed by operators who opted into the new Universal Child Care program increased effective April 1, 2021. Funding includes an additional payment of 14% of wage costs to operators for mandatory employment-related costs (e.g. CPP, EI, and WCB contributions). Fully qualified early childhood educators in Yukon now make over \$30 an hour – some of the highest wages in Canada.
- Yukon and Canada announced Cultural Enhancement Funding for child care providers that will enable licensed programs and early childhood educators in the Yukon to have access to \$800,000 in funding, over two years, to develop enhanced, culturally rich, early learning programs.
- Yukon and Canada announced the Early Learning and Child Care Benefits Funding program to establish extended health insurance benefits for employees of Early Learning and Child Care centres as part of Yukon's universal child care model. The program provides total funding of \$800,000 and will pay for the total cost of the benefit program or up to 8% of gross wages (which ever is less) selected by the operator from a registered Canadian insurance provider.
- For the 2021-2022 fiscal year, we have provided over \$3.3 million in funding to the Child Development Centre (CDC), which includes increased funding of \$150,000 through the Canada-Yukon Canada-Wide Early Learning and Child Care Agreement to fully fund the licensed therapeutic pre-school as well as \$46,000 for additional communications and project support.
- Total funding provided to CDC in 2021/22 is \$3,378,006.

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Energy, Mines and Resources:**Energy retrofits and funding to improve efficiency and offset costs**

- Our energy programs are successfully encouraging Yukon residents and local businesses to reduce their energy use, save money and choose low carbon options to live and move.
- Energy efficiency programs are available for the transportation sector, renewable heating sector, and the construction sector focusing on high efficiency buildings.
- For existing homes, the Energy Branch offers the Good Energy rebate program for high performance heating systems and upgrades to thermal enclosures including insulation and windows and high performance new homes. Taking these measures will save homeowners money on their energy costs.
- For commercial and institutional buildings, the Energy Branch offers rebates for greenhouse gas-reducing retrofits and renewable heating.
- For First Nation and municipal buildings, the Energy Branch offers retrofit and funding support through its Community Institutional Energy Efficiency Program.
- Building efficiently and retrofitting existing buildings, whether your home or your business, will save Yukoners' money.

Economic Development:**Paid Sick Leave Rebate**

- Yukon's paid sick leave program has been extended until September 30, 2022, protecting public health by ensuring Yukoners can stay home when they are sick without facing a financial penalty.
- Our government continues to provide the relief Yukoners need to stay home responsibly without facing financial hardship.

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- The Paid Sick Leave Rebate for employers and self-employed people provides up to 10 days' wages for workers who are sick, self-isolating or caring for other household members due to COVID-19.
- All eligible Yukon employers and self-employed people may apply.

Yukon Emergency Relief Program (YERP)

In response to the reinstatement of the Civil Emergency Measures Act (CEMA) on November 8, 2021, Economic Development developed the Yukon Emergency Relief Program (YERP).

- YERP provides supports to Yukon businesses and non-government organizations affected by the orders under CEMA.
- YERP covers those non-tourism businesses that experience an operating deficit directly related to the CEMA orders.
- Unlike Tourism Non-Accommodation Sector Supports (TNASS), YERP covers fixed costs, e.g., business insurance, commercial rent or lease, or electricity and heating fuel.
- The program provides up to \$10,000 per month up to the point of break even, up to \$30,000, over the course of the program (will end two weeks after CEMA ends).

Tourism and Culture:**Tourism Relief and Recovery Plan**

- We are entering the third year of our Tourism Relief and Recovery Plan, which provides supports to the tourism sector.
- We anticipate that increasing gas prices, cost of living, housing costs will contribute to the labour shortage that represents a major impediment to the recovery of the tourism sector, both nationally and in the Yukon.

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- Additionally, border restrictions and the geo-political context are impacting international travelers and contributing to uncertainty for the recovery of the tourism industry.

Tourism Accommodation Sector Supplement (TASS) and Tourism Non-Accommodation Sector Supplement (TNASS) programs:

- Yukon government is continuing to work with industry partners and the sector and provide supports through the Tourism Accommodation Sector Supplement (TASS) and Tourism Non-Accommodation Sector Supplement (TNASS) programs, administered through Economic Development. Currently, these programs are slated to end on March 31, 2022.

Additional funding programs

- Rising inflation, housing and rental prices create challenges for the many small non-profits and individual creators that make up Yukon's thriving creative and cultural sector;
 - We provide supports to the sector through a number of funding programs including:
 - Advanced Artist Award;
 - Arts Fund;
 - Arts Operating Funds;
 - Cultural Industries Training Funds;
 - Culture Quests;
 - New Canadian Events Fund;
 - Yukon Historic Properties Assistance Program;
 - Yukon Historic Resources Fund; and
 - Museums Contribution Program.

Creative Potential: Advancing the Yukon's Creative and Cultural Industries

- The Department of Tourism is at the beginning stages of implementing Creative Potential: Advancing the Yukon's Creative and Cultural Industries which aims to

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support the growth and positive contributions of the creative and cultural industries in the Yukon.

Highways and Public Works:**Capital budget for affordable housing**

- Projects under the Five-Year Capital Plan which support housing affordability and those in need include:
 - the 47 unit mixed use housing project and the Challenge Disability Resource Group's 45-unit Cornerstone Development, both in Whitehorse, will be completed this summer and will provide housing for those in need;
 - three triplex housing units, located in Watson Lake, Mayo and Whitehorse, will be completed this spring and provide affordable housing to families in need;
 - the Old Crow 10-Plex Mixed-Use Housing has entered the construction phase with expected completion in 2022–23; and
 - the 10-Plex Housing First Project in Watson Lake is included in the Northern Carve-Out. Construction is anticipated to begin in summer 2022. The project is forecast to be complete in summer 2023.

Public Service Commission:**Remote work policy in support of employees working in communities**

- In fall 2021, the Yukon government introduced a new remote work policy to support employees to continue working remotely in the long term.
- Implementing the new remote work policy is an action in the Our Clean Future strategy, as people are supported to work from home and reduce their emissions by commuting less.
- The new remote work policy also enables employees to work remotely from Yukon communities outside of Whitehorse, in some circumstances.

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- The Public Service Commission will strive to support more long-term remote work arrangements throughout the Yukon government where it makes sense, and will track data on long-term arrangements going forward.

Yukon Housing Corporation:**Programs to support housing affordability**

- The Yukon is experiencing a high demand for housing, and we recognize that housing affordability and availability are primary difficulties for many Yukoners looking for stable housing.
- Housing needs are unique in each of our communities and affordable housing is important for all Yukoners. Whether rented or owned, affordable housing is normally measured as costing no more than 30% of gross household income, but affordable housing can look different for each individual.
- Yukon Housing Corporation is investing across all parts of the housing continuum including increases to supportive housing, subsidized Community Housing, and rental subsidy programs, including:
 - Continuing to support approximately 1,000 households through our Community Housing programs (Rent Geared to Income, Rent Supplement, and the Canada Yukon Housing Benefit);
 - Continuing to offer incentive programs to help with affordability, which complement programs offered by the federal government and private sector such as the Housing Initiatives Fund, the Rural Home Ownership Loan Program and the Municipal Matching Rental Construction Grant that support new construction of affordable rental housing and home ownership options and working in partnership with all levels of government and housing developers to invest in affordable housing stock and programs.
- We negotiated the Northern Carve Out with Canada Mortgage and Housing Corporation to support \$40 million in affordable community housing projects in Yukon.

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- Over the last few years, our investments in housing programs and commitments to housing supported the development or upgrade of over 600 homes. We are supporting Yukon families in their efforts to gain and maintain affordable and adequate places to live.

Cross-Jurisdictional Summary of Recent Initiatives to Mitigate Impacts of Inflation in Canada

There have been limited announcements from other jurisdictions in Canada regarding mitigating inflationary impacts. Some jurisdictions have announced that they are investigating ways to help consumers with the rising costs linked to inflation.

Federal Government:

- The Canada Revenue Agency (CRA) is increasing the 2022 tax breaks after adjusting for inflation, which is called indexation. In the light of high inflation, the CRA increased its indexation rate to 2.4% for 2022 from 1% last year. The CRA offers three benefits to every Canadian and all three will be increasing in 2022:
 - Basic personal amount (BPA) tax credit – increase by \$590 to \$14,398
 - Minimum taxable amount – increase by \$1,177 to \$50,197
 - Age amount tax credit of you are over 65 – increase by \$185 to \$7,898

Alberta

- Suspending 13 cent per litre provincial sales tax on gasoline and diesel effective April 1.
 - This remains in effect through the spring and will be adjusted on a sliding scale depending on oil prices
 - Full 13 cents will be restored if oil prices drop below \$80 US per barrel.
- Three electrical rebates of \$50 for each of the last three months will be provided to almost all homes and businesses.
 - The rebates will be applied directly to customer's bills either as one lump sum or in three installments.

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- Yukon has the mechanism set up for this type of subsidy through the Interim Electrical Rebate

Note: These actions are being funded by Alberta's budget surplus due to royalties tied to rising oil prices

Manitoba

- No information found.

Saskatchewan

- Currently reviewing ways to mitigate rising fuel prices but no decisions made yet – hints that the Province's approach would likely be different than Alberta's due to their more diversified economy.

British Columbia

- No plans to follow Alberta's lead and reduce provincial fuel taxes
- BC has raised its minimum wage by 2.8% effective June 1. This is not specifically a reaction to inflation, but in line with their policy over the last 5 years.
- BC is investing in local growers and manufacturers in order to shorten their supply chains.

Ontario

- Cancelling licence plate renewal fees for most registrations in 2022.
 - Renewal fees and requirements for licence plate stickers for heavy commercial vehicles and snowmobiles remain unchanged.
 - current renewal costs range between \$21 and \$175 per year.
- On January 18, 2022, the Ontario government provided 21 days of electricity-rate relief, by lower electricity rates to the lower off-peak rate, half the on-peak rate.

Note: They are doing away with licence plate stickers and have replaced that system with a digital system linked to driver's licences.

Quebec

- In November 2021, Quebec announced one-time payments for low income earners.

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- All single Quebecers whose income is less than \$50,000 will receive a \$275 payment
- couples whose combined income is less than \$55,912 will get a total of \$400.
- The government is also doubling an annual payment for low-income people over the age of 70, from \$200 to \$400.

Note: Quebec made the announcement based on cutting their deficit in half between 2020 and 2021

Northwest Territories

- Childcare costs for children under 5 years old reduced by 50%
 - This is part of the GNWT's 2030: Early Learning and Childcare Strategy

Note: Yukon has already reduced daycare costs as part of the Federal funding through the early learning and child care agreements.

Newfoundland and Labrador

- On March 15, NL announced a five point plan worth \$22.2M to support the high cost of living:
 - Increasing their income supplement by 10%. The supplement is given to 162,000 individuals and families.
 - Increasing their seniors benefit by 10%, supporting over 50,000 seniors and families.
 - Over \$5M in one-time benefit to those already receiving income support.
 - \$1.9M for electric vehicle charging infrastructure and rebates for electric vehicles.
 - \$2M to transition homes that use only oil for heat to electricity.
- The provincial utilities board is tasked with improving the fuel pricing process.

New Brunswick

- Currently reviewing ways to mitigate rising fuel prices but no decisions made yet.

Nova Scotia

- Currently reviewing ways to mitigate rising fuel prices but no decisions made yet.

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Prince Edward Island

- Currently reviewing ways to mitigate rising cost of living through increased social programming
 - Payments through social assistance are being increased effective immediately
 - Funds for a home heating rebate provided through a joint program with the Salvation Army would be doubled and the program expanded to increase eligibility.
 - Looking at increased funding for public transit and assisting post-secondary students

Note: In a statement by the provincial government they indicated the provincial gas tax “is part of a framework that is agreed upon by provincial and federal governments and therefore, any change would need consultation from the federal government.”

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Inflation in Yukon has been lower than in the rest of the country for the last several months.

- As of the most recent data from January, the inflation rate in Whitehorse was 3.7 per cent, significantly lower than 5.1 per cent nationally and the second lowest among provinces and territorial capitals after Iqaluit.
- Yukon saw the lowest year-over-year increase in food prices at 2.5 per cent, less than half the rate of increase nationally of 5.7 per cent.
- Utilities prices (water, heating and electricity) also increased at a slower rate than the national average: 9.9 per cent in Whitehorse versus 12.3 per cent nation-wide.
Yukon was also lower than the national average for 2021, with inflation of 3.3 per cent vs 3.4 per cent nationally.

Table. Year-over-year growth in Consumer Price Index (per cent)

	Jan 2022	Dec 2021	Nov 2021
Canada	5.1	4.8	4.7
Newfoundland and Labrador	4.0	4.2	4.2
Prince Edward Island	7.1	6.7	7.0
Nova Scotia	4.9	4.8	5.3
New Brunswick	5.3	5.4	5.7
Quebec	5.1	5.1	5.2
Ontario	5.7	5.2	5.0
Manitoba	5.5	4.7	4.6
Saskatchewan	4.2	3.5	3.7
Alberta	4.8	4.8	4.3
British Columbia	4.3	3.9	3.6
Whitehorse*	3.7	4.4	4.1
Yellowknife*	4.0	4.9	4.0
Iqaluit*	2.1	2.7	2.3

Source: Statistics Canada

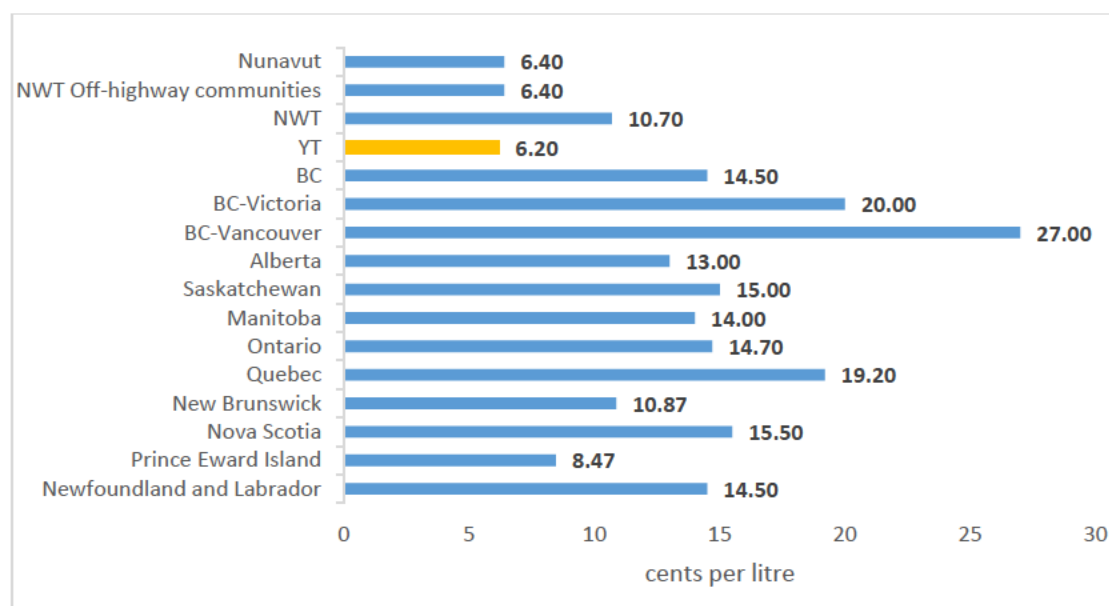
Consumer price index not available on a territory-wide level.

Much of the elevated inflation was due to catch up growth after weak inflation in 2020.

- The pandemic caused many consumer prices to fall in 2020.
- Some of the higher inflation in January 2022 was due to catch up growth.

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- The two-year inflation rate between January 2022 and January 2020 (pre-pandemic) is 1.9 per cent (annual average).

Gasoline taxes by region in Canada

Global factors such as energy prices have been the driving force behind inflation.

- Inflation is projected to average 3.8 per cent in 2022, rising energy prices are a major factor.
- Oil prices have risen to US\$130 per barrel due to the ongoing conflict in Ukraine.
- Yukon has little control over fuel prices. The fuel oil tax on gasoline in Yukon is already the lowest in the country at 6.2 cents per litre, less than a quarter of the 27 cent levy in Victoria.
- Even if the government were to eliminate it entirely gas prices would be just 3.5 per cent cheaper at current prices.
- Note: Alberta has announced it will temporarily suspend gasoline taxes for one year beginning April 1.

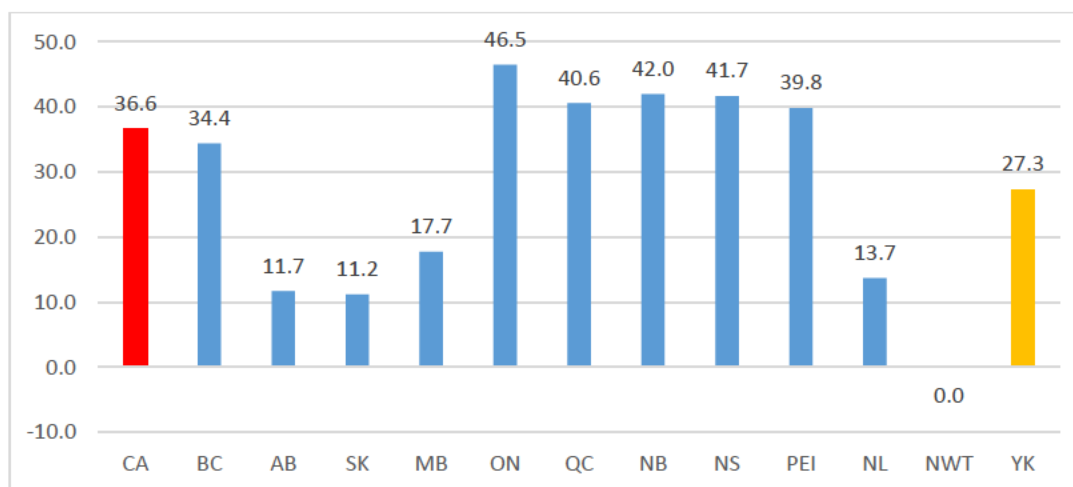
As in the rest of the country, house prices have been increasing.

- Housing costs across the country have increased due to rising household savings, low interest rates and a lack of housing inventory.

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- Over the last two years, the average resale home price in Canada has increased by over 35 per cent compared to 27 per cent in Yukon¹.

Per cent change in the average resale home price in Canada between the end of 2019 and the end of 2021



The government is making progress on addressing affordability.

- The government's plan for housing is bearing fruit, with record home building in 2020 and 2021, with around 650 new units created in the territory for both years. This is over 75 per cent higher than the average over the previous 10 years
- We are investing \$255 million in capital over five years to support access to stable, affordable housing and to allow for future development.
- Almost \$27 million for lot development this fiscal year with a plan to add 1000 lots over the next several years.
- Over \$11 million in incentives for residential construction for projects like the proposed Kwanlin Dün First Nation subdivision expansion in Copper Ridge.

Approved by:

Deputy Minister, Executive Council Office

March 21, 2022

Date

¹ Canada Real Estate Association