

## Tourism and Culture Briefing Note Index

### Fall Session 2022

#### HOT TOPICS

<b>HOT1</b>	Border Crossings and Tourism
<b>HOT2</b>	Emergency Preparedness Impacts on Tourism
<b>HOT3</b>	Tourism Recovery
<b>HOT4</b>	Arts and Culture Recovery
<b>HOT5</b>	Mammoth Calf Find and Collaborative Management of Palaeontological Resources
<b>HOT6</b>	Tourism Industry Labour Needs
<b>HOT7</b>	Whitehorse Airport Upgrades - Impact on Condor
<b>HOT8</b>	Arctic Arts Summit
<b>HOT9</b>	UNESCO World Heritage Nomination
<b>HOT10</b>	Yukon Arts Centre Strike
<b>HOT11</b>	New Convention Centre in Whitehorse
<b>HOT12</b>	Dempster Fibre Project Heritage Disturbances HPW Note - Dempster Fibre Line
<b>HOT13</b>	South Canol Heritage Reserve
<b>HOT14</b>	Train Crew's House 1 - Restoration Project
<b>HOT15</b>	The Thousand Dollar Sculpture

#### DEPARTMENT-WIDE

<b>DPT1</b>	Mandate Letter Commitments
<b>DPT2</b>	Budget 2022-23
<b>DPT3</b>	Funding Programs
<b>DPT4</b>	TC Stakeholder Annual Funding

#### TOURISM

<b>T1</b>	Marketing
<b>T2</b>	Visitor Information Centres
<b>T3</b>	Yukon Tourism Development Strategy (YTDS)
<b>T4</b>	Yukon Tourism Advisory Board (YTAB)
<b>T5</b>	Tourism Relief and Recovery Plan (TRRP)
<b>T6</b>	Yukon Sustainability Framework and INSTO Membership
<b>T7</b>	Carcross and Tourism
<b>T8</b>	Rugged Apprentices Voluntourism Program

<b>T9</b>	Whitehorse Airport Airside Improvements (HPW)
-----------	---

<b>T10</b>	Place Brand Strategy Development
------------	----------------------------------

<b>T11</b>	Digital Enhancement Support for Tourism
------------	---

<b>CULTURE</b>
----------------

<b>C1</b>	Archives
-----------	----------

<b>C2</b>	Arts
-----------	------

<b>C3</b>	Heritage, Museums and First Nations Cultural Centres
-----------	--

<b>C4</b>	Historic Sites
-----------	----------------

<b>C5</b>	Creative and Cultural Industries Strategy (CCIS)
-----------	--

<b>C6</b>	Dawson City Museum (HPW)
-----------	--------------------------

<b>C7</b>	First Nations Cultural Centres & Museums
-----------	--

<b>C8</b>	Arts and Heritage Collections Facility
-----------	--

<b>C9</b>	Fossils and Ivory Resources Trade
-----------	-----------------------------------

<b>YG CORPORATE NOTES</b>
---------------------------

<b>YG1</b>	COVID-19 (HSS)
------------	----------------

<b>YG2</b>	Housing Issues (YHC)
------------	----------------------

<b>YG3</b>	Our Clean Future (ENV)
------------	------------------------

<b>YG3a</b>	Our Clean Future Actions and Costing (T&C)
-------------	--

<b>YG4</b>	Inflation (ECO)
------------	-----------------

**Session Briefing Note****Fall 2022****Border Crossings and Tourism**

Tourism and Culture

**Recommended response:**

- To prepare for the 2022 tourism season, we worked with our industry partners and the federal government to ease border and travel restrictions. This enabled tourism recovery, while also protecting the health and safety of Yukoners.
- Thanks to our advocacy and the work of our partners, we saw:
  - The elimination of COVID-19 testing requirements at the Yukon's international borders;
  - Reinstatement of international travel through the Erik Nielsen International Whitehorse and Dawson City Airports;
  - Streamlined processing of cruise passengers at the Fraser port of entry; and
  - Reopening of the Little Gold port of entry on the Top of the World Highway.
- As seen in our Q2 tourism indicators, and as all Yukoners have seen in their communities, Yukon's tourism sector has strongly rebounded, reviving a critical sector of our economy without compromising public health.
- Looking forward to next year, we are focused on extending the opening season for the Little Gold port of entry and welcoming the return of White Pass train excursions to Carcross.
- Air arrivals to the Yukon from January to September 2022:
  - Total monthly number of passengers arriving at Erik Nielsen International was approximately 113,000;
  - 31% below 2019 for the same period.

**Session Briefing Note****Fall 2022****Border Crossings and Tourism**

Tourism and Culture

- Yukon hotel occupancy rates for the month of August 2022:
  - 17.3 percentage points higher than the same period in 2021;
  - 42.8 percentage points higher than 2020;
  - 3.8 percentage points below 2019.
- More than 200,000 visitors registered at Yukon's Visitor Information Centres (VICs) around the territory this summer. During the height of the pandemic in the summer of 2021, 69,000 visitors registered at Yukon VICs around the territory. By comparison, in the summer of 2019, 360,000 visitors registered at Yukon's VICs.

**Additional Response:**

- Nationally, as of July 2022, tourism spending and activity, as well as hotel occupancy rates are nearing pre-pandemic levels, primarily driven by domestic markets.
- Destination Canada tracking shows that travel to Canada is in demand, with Google searches from international markets exceeding 2019 levels.
- As of July 2022, American arrivals to Canada stood at 60.7% of 2019 levels, totalling approximately 2.2 million visitors. Non-U.S. visitors to Canada in the same month stood at 56.6% of 2019 levels, totalling over 620,000 arrivals.
- On October 1, 2022 the federal government ended all COVID-19 related border crossing requirements, including vaccination, mandatory use of ArriveCAN, and any testing and quarantine/isolation requirements. This applies to all travellers entering Canada whether by land, air or sea.

**CONFIDENTIAL**

0005

**HOT 1**

**Session Briefing Note**

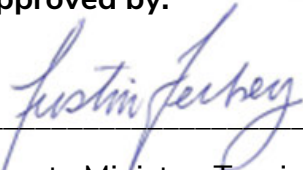
**Fall 2022**

**Border Crossings and Tourism**

Tourism and Culture

---

Approved by:



Deputy Minister, Tourism and Culture

September 8, 2022

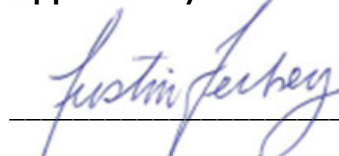
[Date approved]

**CONFIDENTIAL****HOT 2****Session Briefing Note****Fall 2022****Emergency Preparedness  
Impacts on Tourism**

Tourism and Culture

**Recommended response:**

- On July 8 and July 12, 2022, our government issued two travel advisories, out of an abundance of caution, given the prevalence of wildfires and floods at the time. The territory was faced with a rapidly evolving natural disaster situation.
- In times of crisis, decision-making and outgoing communications necessarily prioritize the health and safety of the public and our emergency responders.
- Neither of the two issued advisories stated that Yukon's borders were closed, nor did they direct travellers to stay away from our territory.
- The initial advisory was in effect for only four days before being substantially revised to reflect improved fire and travel conditions and encouraging travellers to visit our Visitor Information Centres for travel updates.
- Our government stands by our decision to issue the travel advisories in July, and we are proud of all the work we have done to ensure the Yukon enjoyed the most robust summer tourism season since the beginning of the pandemic.

**Approved by:**

Deputy Minister, Tourism and Culture

September 8, 2022

[Date approved]

**CONFIDENTIAL**

**Session Briefing Note**

**Tourism Recovery**

0007  
**HOT 3**  
**Fall 2022**

Tourism and Culture

---

**Recommended response:**

- Q2 tourism indicators show that the Yukon's tourism industry is bouncing back strongly from the impacts of the pandemic. Despite the positive trend, we have not yet fully recovered to 2019 levels. The Yukon has been impacted by global geopolitical, economic and demographic factors that have affected all economies around the world, thereby creating challenges for our tourism sector.
- Challenges have included travel delays and transportation delays, accommodation and labour market shortages and inflationary pressures. We are working collaboratively with industry partners to address these set-backs.
- From January to September 2022, approximately 113,000 passengers arrived at Erik Nielsen International. While this is up significantly over 2021 arrivals, it was still 31% lower than 2019 arrivals for the same period.
- In terms of Yukon hotel occupancy rates, the rate for the month of August 2022 is 17.3 percentage points higher than August 2021 and 42.8 percentage points higher than 2020, yet still 3.8 percentage points lower than 2019.
- Yukon government's COVID-19 relief and recovery initiatives played a critical role in sustaining Yukon's tourism industry through the pandemic, enabling the recovery that is now underway. Looking forward, we will be placing a priority on working with industry partners to support community capacity and destination development.
- Our annual post-consumer campaign Ad Tracking Survey, which was conducted in Vancouver, Calgary, Ottawa, and Toronto from March 24 to April 17, 2022 indicated that:

- Long-term visitation interest (i.e., very or extremely interested) increased for the Yukon (from 50% to 54%). The Yukon and Newfoundland were the only two destinations to experience a significant increase in those who are “extremely” interested in visiting in the future. All other destinations were either steady or slightly declined;
- The Yukon has sustained the significant gain made in 2020 for those seriously considering a trip within the next 2 years (14%); and
- The likelihood to recommend Yukon as a vacation destination increased slightly among past 5-year visitors (from 68% to 71%).

**Additional response:**

- **Tourism Cooperative Marketing Fund (TCMF)** - As of September 1, 2022, TCMF is current fully subscribed with 71 clients receiving funding to support print, digital, and travel-based marketing projects, for a total of \$768,302. The requirement for equity participation is currently set at 40%.
- **Great Yukon Summer (GYS) program** - was embraced by Yukon tourism businesses, with 62 businesses developing 171 travel packages. A total of 1,995 Yukoners spent over \$1.3M on GYS tourism packages, with over \$345,000 issued in rebate payments.
- **Great Yukon Summer Freeze program** – uptake was lower due to the Omicron wave and associated health restrictions, as well as cold weather over the holidays and at the start of the New Year. Advertising for the program was also paused to respect the restriction of travel to the communities. A total of 39 packages were offered; more than 460 Yukoners spent over \$240,000; and we



**CONFIDENTIAL**  
**Session Briefing Note**  
**Tourism Recovery**

0009  
**HOT 3**  
**Fall 2022**

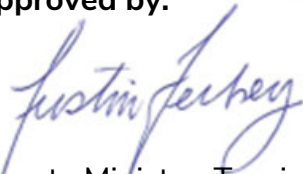
Tourism and Culture

---

issued \$58,000 in rebates.

- **Tourism Accommodation Sector Supplement and the Tourism Non-Accommodation Sector Supplement (TASS / TNASS)** – Between program launch in 2020 and March 31, 2022, \$1.6 million was distributed through TASS supports and \$5.65 million through TNASS supports. An additional \$1.9 million was distributed to the hospitality sector to alleviate the impact of COVID restrictions. The Government of Yukon extended and made changes to TNASS, with the new extension period running retroactively from April 1, 2022 to July 31, 2022. Accommodation businesses that were eligible for TASS became eligible to apply for TNASS. As of September 21, 2022, the revamped TNASS program provided over \$264,000 to local businesses during the extension period.

**Approved by:**



Deputy Minister, Tourism and Culture

September 08, 2022

Date:

**Session Briefing Note****Fall 2022****Arts and Culture Recovery**Tourism and Culture

---

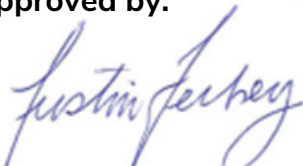
**Recommended response:**

- The creative and cultural sectors are important contributors to the socio-economic life of Yukoners.
- Throughout the pandemic, Yukon government supported 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 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, the department will continue to widen the scope of eligibility for the Touring Artist Fund and maintain a high level of flexibility in our funding agreements.
- *Creative Potential: Advancing the Yukon's Creative and Cultural Industries Strategy* outlines actions to support the sector's recovery. On September 1, 2022, the department launched the new Express Micro-Grant program, as part of a number of CCIS Phase 1 initiatives moving forward in 2022-23. The Micro-Grant program aims to increase access to funding for first-time applicants and applicants from equity-deserving communities.
- The department has announced the creation and implementation of a new partnership initiative to support Yukon's emerging Indigenous artists and cultural carriers earlier this summer. The Canada Council is partnering with the Government of Yukon to distribute \$50,000 in funding to artists in the first year and \$150,000 in the second year. The project launch is planned for early 2023.

**Session Briefing Note****Fall 2022****Arts and Culture Recovery**Tourism and Culture

---

- Despite challenges, 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.

**Approved by:**

September 8, 2022

Deputy Minister, Tourism and Culture

Date

# CONFIDENTIAL

## Session Briefing Note

**HOT 5**  
**Fall 2022**

### **Mammoth Calf Find and Collaborative Management of Palaeontological Resources**

---

Tourism and Culture

#### **Recommended response:**

- On June 21, 2022, a near complete, mummified woolly mammoth calf was found in the Klondike gold fields within Tr'ondëk Hwëch'in Traditional Territory. Miners working on Eureka Creek uncovered the frozen woolly mammoth while excavating through the permafrost.
- This discovery marks the first near complete and best-preserved mummified woolly mammoth found in North America. The successful recovery was possible because of the partnership between miners, Tr'ondëk Hwëch'in and the Government of Yukon's Department of Environment, Yukon Geological Survey, and Tourism and Culture's Palaeontology Program.
- The Tr'ondëk Hwëch'in First Nation named the mammoth "Nun cho ga", which means "Big Baby Animal" in Han.
- A preliminary examination of the woolly mammoth suggests she is female and was 30 to 35 days old. She is roughly the same size as the 42,000-year-old infant mummy woolly mammoth "Lyuba" discovered in Siberia in 2007.
- Geologists from the Yukon Geological Survey and University of Calgary, who recovered the frozen mammoth on site, suggest that Nun cho ga died and was frozen in permafrost during the ice age, over 30,000 years ago.
- Government of Yukon and Tr'ondëk Hwëch'in First Nation will be working collaboratively and respectfully to manage the preservation, study and interpretation of Nun cho ga.

**CONFIDENTIAL**  
**Session Briefing Note**

**HOT 5**  
**Fall 2022**

**Mammoth Calf Find and  
Collaborative Management of  
Palaeontological Resources**

---

Tourism and Culture

Approved by:

\_\_\_\_\_

Deputy Minister, Department

September 06, 2022

Date approved: \_\_\_\_\_

**Recommended response:**

- Our government recognizes there is a labour shortage in the Yukon that is impacting the tourism sector. In calls with tourism ministers across Canada, every jurisdiction has identified this as one of the most pressing issues facing the tourism industry.
- Recruiting, training and retaining staff across all tourism sectors were challenges prior to COVID-19. These were identified as priorities to address in the Yukon Tourism Development Strategy released in 2018. 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.
- Canada as a country has been facing a persistent labour shortage averaging roughly 1 million unfilled jobs since the final quarter of 2021, which is 80% higher than pre-pandemic levels. Canada's immigration backlog also hit a historic high in August 2022.
- Yukon government has a number of initiatives in place to address labour market shortages. Our Staffing UP program offers funding to Yukon employers to aid in recruiting, training and retaining staff. We also focused on addressing labour needs through a 10-year Immigration Strategy, which was developed with extensive consultation with Yukoners. We also introduced the Community Program stream of the Yukon Nominee Program and signed a Memorandum of Understanding with the Philippines on immigration.

**Additional response:**

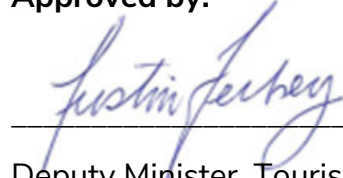
- On a federal level, the Government of Canada has dedicated new resources to address the immigration backlog since early 2022 and

**Session Briefing Note****Fall 2022****Tourism Industry Labour Needs**

Tourism and Culture

implemented adjustments to the Temporary Foreign Worker (TFW) program that relaxed the rules and allowed employers to bring in more temporary workers from abroad since April 30, 2022.

- Yukon government departments are working with the Yukon Recruitment and Retention Task Force established by the Yukon Chamber of Commerce and the Tourism Industry Association of the Yukon, and we look forward to the recommendations this body will make.

**Approved by:**

Deputy Minister, Tourism and Culture

September 8, 2022

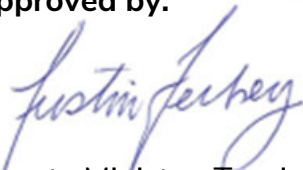
[Date approved]

**Session Briefing Note****Fall 2022****Whitehorse Airport Upgrades -  
Impact on Condor**

Tourism and Culture

**Recommended response:**

- Erik Nielsen Whitehorse International Airport is receiving funding to make critical infrastructure upgrades. Construction is scheduled from 2022 to 2026 and will involve the reconstruction of the main runway, rehabilitating and expanding apron areas, and relocating and constructing a new maintenance building.
- The Whitehorse Airport, the biggest airport in the Yukon, is a vital link for industry and critical services throughout the territory. These projects will improve the performance of air travel and will ensure continued safety and reliable jet service to and from Whitehorse.
- During the reconstruction of the main runway, the parallel runway will be used as the primary runway. These upgrades will not affect Condor Airlines' Frankfurt to Whitehorse flight in the spring and summer of 2023.
- In over 20 years bringing flights to the Yukon, Condor has contributed more than \$100M to the Yukon economy.
- Our government continues to value Condor as a long-standing business partner. We are holding discussions with Condor and we are doing everything we can to maintain their service beyond 2023.

**Approved by:**

Deputy Minister, Tourism and Culture

September 8, 2022

Date:



**CONFIDENTIAL**

**Session Briefing Note**

**Arctic Arts Summit**

0017

**HOT 8**

**Fall 2022**

Tourism and Culture

---

**Recommended response:**

- The Government of Yukon and the Canada Council for the Arts co-hosted the third international Arctic Arts Summit in Whitehorse from June 27-29, 2022. It was held on these dates to coincide with the Adäka Cultural Festival.
- The Summit was very successful and met its objectives, which were to strengthen arts and culture in the North and to develop circumpolar cooperation to stimulate collaboration in arts and creative industries.
- The Summit had a strong Indigenous and youth focus. A team of Indigenous Curators led the development of programming: Katie Johnson (Yukon), Heather Igloliorte (national) and Maria Utsi (international). Around 310 artists, cultural leaders, policy makers and participants from the cultural sector attended from Arctic countries and the Indigenous Nations of the Circumpolar region.
- The Yukon First Nation Culture and Tourism Association (YFNCT) and Yukon Arts Centre (YAC) were presenting partners of the Summit. Other partners included Canadian Geographic, Canadian Heritage and the Inuit Art Foundation.
- Participants included delegates from: The Kingdom of Denmark and Greenland, Finland, Iceland, Norway, Sweden and the United States. Within Canada, Northwest Territories, Nunavut, Nunavik and Nunatsiavut were represented.
- Delegates also included Mary Simon, Canada's first Indigenous Governor General, who provided the opening keynote, local Chief Leas and Chief Bill, as well as a delegation of Ministers responsible for

**CONFIDENTIAL**

**Session Briefing Note**

**Arctic Arts Summit**

0018

**HOT 8**

**Fall 2022**

Tourism and Culture

---

Culture internationally, Sámi officials and ambassadors from all Nordic countries.

- In addition to Summit programming, dignitaries took part in a series of bilateral and multi-lateral meetings. One outcome of the Summit is a new MoU between the Government of Yukon and the Canada Council for the Arts for a 2-year pilot to deliver funds targeted to Yukon's emerging Indigenous artists and cultural carriers. Funds will be provided by the Canada Council for the Arts.
- A digital platform was also created to offer lead-up programming and showcase content from all participating nations. Between January 1 and June 30, 2022, over 17,000 users from 31 countries visited the digital platform.

**Approved by:**



September 8, 2022

Deputy Minister, Tourism & Culture

Date: \_\_\_\_\_

**CONFIDENTIAL****HOT 9****Session Briefing Note****Fall 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, Parks Canada, and the City of Dawson.
- 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.
- The nomination is undergoing a review process, which included a site visit from a world heritage expert. The World Heritage Committee was anticipated to provide its decision in summer 2022, however their meeting has been postponed due to the war in Ukraine and has not been rescheduled.

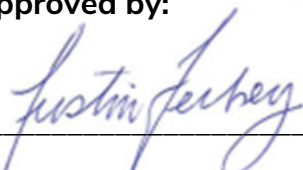
**Additional response:**

- The overall nomination includes eight component parts that, while geographically separate from each other, 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.
- Costs for the development of the nomination were \$254,000, with Government of Yukon providing \$80,000. The remainder of the funds

**CONFIDENTIAL****HOT 9****Session Briefing Note****Fall 2022****UNESCO World Heritage  
Nomination**Tourism & Culture

---

were provided by Parks Canada and the Canadian Northern Economic Development Agency (CanNor). In addition, Government of Yukon provided staff time valued at approximately \$50,000 to support preparing the nomination.

**Approved by:**

Deputy Minister, Tourism and Culture

September 8, 2022

[Date approved]

**Session Briefing Note****Fall 2022****Yukon Arts Centre Strike**Tourism & Culture

---

**Recommended response:**

- On September 20<sup>th</sup>, Yukon Arts Centre (YAC) staff, who are members of the Yukon Employees' Union, ratified a strike vote. On October 7, 2022, the union served a strike notice to YAC and undertook job action on October 11, 2022 by setting up a picket line at the entrance during a scheduled performance.
- Collective bargaining negotiations have been underway since April 2022, and the bargaining team continues to seek a negotiated resolution.
- The Yukon Arts Centre Corporation is a separate entity from the Government of Yukon with their own collective agreement and bargaining process.
- While Tourism and Culture hopes that an agreement supported by all sides at the Yukon Arts Centre (YAC) is reached, we respect that this bargaining process is independent, and we will not interfere or comment on the Yukon Arts Centre collective bargaining.

**Background:**

- According to the Yukon Employees' Union, the key issue stalling a positive settlement is wages under a new multi-tier wage structure. The union has stated that wage cuts are not being proposed, but the new system would place new employees in the same wage classification as staff who have worked at the centre one or two years.
- The union is asking the public to request a refund for shows, instead of crossing the picket line. Tourism and Culture has been advised that approximately 50 people requested a refund for the October 11, 2022

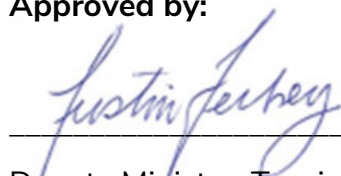
performance. The union claims the theatre was only one-third full on October 11 for the sold-out show.

- The Yukon Arts Centre is providing refunds to anyone who does not want to cross the picket line or who choose not to attend because of the job action. All ticket holders were contacted prior to the event on October 11 with this offer.
- The Yukon Arts Centre's bargaining unit has 15 employees, including several who are on permanent status and a larger number of casual employees. These employees include ticket-takers, bartenders, and sound and lighting technicians. The CEO and Directors are not part of the union.
- The Yukon Arts Centre operates independently from government. The Yukon Arts Centre Corporation is established and regulated under the Yukon Arts Centre Act. In 2022-2023, Tourism and Culture funded \$891,657 for the operations of the Arts Centre, \$175,000 for programming at the Old Fire Hall, and \$310,000 to support the Arctic Arts Summit.
- Government of Yukon provides multiyear funding to the Yukon Arts Centre through a 3-year commitment, which has typically had an "escalator clause" based on the negotiated salary percentage increases outlines in the Yukon Employees Union (YEU) Collective Bargaining Agreement.

**CONFIDENTIAL****HOT 10****Session Briefing Note****Fall 2022****Yukon Arts Centre Strike**Tourism & Culture

---

- The 2020-2023 agreement originally did not include the escalator due to the size of the organization's surplus. However, in January 2022, the escalator clause was reinstated, beginning in 2022-23.

**Approved by:**

Deputy Minister, Tourism and Culture

October 3, 2022

[Date approved]

**CONFIDENTIAL****HOT 11****Session Briefing Note****Fall 2022****New Convention Centre  
In Whitehorse**Tourism & Culture

---

**Recommended response:**

- There is a need in the Yukon for a new, up-to-date convention centre after the closure of the former High Country Inn facility. Whitehorse, for example, recently missed out on the opportunity to host the Canada Chamber of Commerce AGM because we did not have a proper facility.
- Conventions, conferences, and other forms of meetings are strong economic drivers, and can contribute to year-round high-yield tourism visitation.
- The Government of Yukon is in the early, exploratory stages of this initiative to learn who is interested and what land is available, with the Expression of Interest closing on October 14, 2022. We are interested in helping to connect potential proponents with tourism industry partners, government funding sources, and investors.
- At this time, space to host 750 to 1000 seated attendees is under consideration, with a desired timeline of being built in two to three years.

**Additional response:**

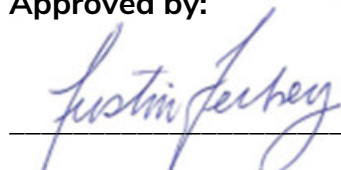
- It is too early in the process for cost estimates. While we are not ruling out some degree of financial participation by the Yukon government, we will be exploring opportunities for federal funding and private sector investment.



**CONFIDENTIAL****HOT 11****Session Briefing Note****Fall 2022****New Convention Centre  
In Whitehorse**Tourism & Culture

---

- We are focused on a new centre in Whitehorse for a number of reasons, including air access and proximity to full-service hotels, restaurants, retail, and entertainment. Opportunities to encourage conference centre attendees to stay longer and visit the rest of the territory will be pursued.
- A new convention centre in Whitehorse would make a significant contribution toward the Yukon Tourism Development Strategy goal of doubling Yukon's tourism business revenues to \$525 million by 2028.

**Approved by:**

Deputy Minister, Tourism and Culture

October 1, 2022

[Date approved]

**CONFIDENTIAL****HOT 12****Session Briefing Note****Fall 2022****Dempster Fibre Project  
Heritage Disturbances**

---

Tourism &amp; Culture

**Recommended response:**

- In June 2022, a heritage disturbance incident was reported during construction of the Dempster Fibre project.
- The Heritage departments of both affected First Nations, Tr'ondëk Hwëchin and the First Nation of Na-Cho Nyak Dun, were notified immediately and provided with a copy of the incident report. A heritage consultant for the Dempster Fibre project also conducted a follow-up assessment of the impacts to the two archaeological sites and completed a summary report, which was also shared with both affected First Nations.
- The department has been working with HPW since the incident occurred in June 2022, including providing technical assistance. HPW has reached out to the two First Nations since June 2022 and is leading the dialogue on next steps.

**Additional response:**

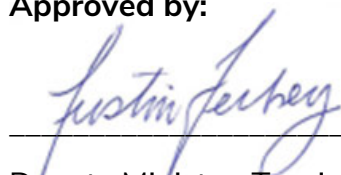
- In September 2022, Tr'ondëk Hwëchin outlined several concerns with the Dempster Fibre project and cited the disturbance to heritage sites as a key concern. Options were presented to guide next steps in the resolution.
- In a CBC interview with Tr'ondëk Hwëchin chief, Roberta Joseph, on October 11, 2022, Chief Joseph mentioned a tentative resolution being reached. The involved parties are scheduled to meet again in December 2022.

**CONFIDENTIAL****HOT 12****Session Briefing Note****Fall 2022****Dempster Fibre Project  
Heritage Disturbances**Tourism & Culture

---

**Background:**

- The disturbed archaeological sites are part of a significant complex of sites located in the North Fork Pass region of Tombstone Park. The region is well known for First Nations traditional land use activities such as seasonal gathering for the hunting of the Hart River Caribou herd as well as mountain sheep. Many of the ancient encampments represented by archaeological sites at North Fork Pass are the places where people gathered to participate in these traditional activities.
- The sites are also significant for being the location of a substantial tool stone quarry that had been mined by the Hwech'in and Gwitchin. The impacted sites contained worked tool stone and formed artifacts that are culturally and scientifically significant.

**Approved by:**

Deputy Minister, Tourism and Culture

October 21, 2022

[Date approved]

**Session Briefing Note****Fall 2022****Dempster Fibre Line**Highways and  
Public Works

---

**Recommended response:**

- Work is progressing on the Dempster Fibre Line, extending 800-kilometres along the Dempster Highway from Dawson City, Yukon, to Inuvik, Northwest Territories.
- The project will benefit communities in the Yukon and Northwest Territories by providing a backup line in the event of a service disruption.
- Construction of the new line began in summer 2021 and is scheduled to be completed in 2024. The new line will connect to the existing Mackenzie Valley Fibre Link in Inuvik.
- Approximately half of the installation will be completed before winter, including the installations under the three major rivers – the Mackenzie, the Peel and the Arctic Red.
- The work is seasonal, and crews will soon be demobilizing for the winter, with installation work resuming in the spring.

**Additional response:**

- ROHL Global Networks, in partnership with Dagoo Services, was awarded the \$67 million construction contract in May 2021.
- Input from Yukon University scientists, as well as First Nations traditional knowledge keepers was incorporated to inform various environmental components during the design of the project.
- Environmental protection is a key value on this project. Stantec and Tetrattech are subcontracted to mitigate the impacts of this project on the environment, particularly on permafrost.
- The contractor follow's an environmental plan treating all fuel spills by removing the contaminated soil and leaving the location in the same condition as it was beforehand.

**Session Briefing Note****Fall 2022****Dempster Fibre Line**Highways and  
Public Works

---

- With such a large project there is always potential risks. A total of three fuel spills have been reported to the Yukon Spill Line since work began on the Dempster Highway Fibre Line project.

**Third response:**

- First Nation participation was a large component of this value-driven negotiated tendering process.
- The Government of Yukon is actively engaged with three Yukon First Nations and five Indigenous groups in the Northwest Territories on the project.
- Approximately 20 per cent of the contract value is designated for First Nations and Indigenous participation, to provide opportunities for First Nation businesses and subcontractors, direct employment, training and capacity development.

**Fourth Response:**

- We continue engaging with First Nations partners to ensure success of this project.
  - We encourage all First Nation businesses and citizens to apply for contracts and positions available through the Dempster Fibre Line Project.
- 

**Context—this may be an issue because:**

- This is a major infrastructure investment that is critical for the Yukon's backup fibre connection for the territory.
- 74(1)(a), 76(1)

**Session Briefing Note**  
**Dempster Fibre Line****Fall 2022**  
Highways and  
Public Works

---

**Background:****General**

- Construction of the project will be complete in 2024. It is likely that residual warranty work and clean up activities will be required, which could take an additional year. For this reason, a 2025 timeline was submitted to the regulatory boards.
- Regulatory permits for the project were issued after approval by the Mackenzie Valley Land and Water Board in the Northwest Territories and a recommendation was received from the Yukon Socio-Economic Assessment Board in the Yukon.
- Scientists and highway engineers from Yukon University, and the governments of Yukon and Northwest Territories have participated in several design reviews.

**Budget**

- More than \$25 million is budgeted for construction of the Dempster Fibre Line this year.
- The Federal government is contributing \$59 million to the project.
- Northwestel is contributing \$15 million as an upfront payment on a 20-year lease with exclusive rights to operate the line.

**Approved by:**

Deputy Minister, Highways and Public Works

October 5, 2022

Date Approved

**CONFIDENTIAL****HOT 13****Session Briefing Note****Fall 2022****South Canol Heritage Reserve**Tourism and Culture

---

**Recommended response**

- On September 23, 2022, the Government of Yukon became aware that historic objects from the South Canol Truck Dump, a heritage reserve managed by the Department of Tourism and Culture, were taken to the Teslin landfill.
- This reserve is located at the south end of the Canol Road at Johnson's Crossing and consists mainly of WWII era trucks. A nearby interpretive pullout with additional trucks and historical information remains intact.
- Teslin Tlingit Council (TTC), with funding from Crown-Indigenous Relations and Northern Affairs Canada (CIRNAC), coordinated the removal of these historic objects, with the understanding that the site is a TTC environmental liability. This is a misunderstanding, as this reserve is owned and managed by Government of Yukon.
- On October 13, 2022 representatives from YG, Teslin Tlingit Council, and CIRNAC met to discuss process gaps, concerns regarding contaminated soil at sites where historic resources are located and how to better collaborate in the future for management of similar sites.
- The parties agreed on a number of tangible steps to improve communication related to sites within Teslin Tlingit Council (TTC) Traditional Territory, and throughout the Yukon, that may have both contamination and historic resources. Early information sharing will allow us to complete heritage assessments and allow for the preservation and/or documentation of heritage resources as part of testing for contaminants and site remediation.

**Additional response:**

- The Canol era vehicles, now in the Teslin landfill, have been set aside. Some may still be of value. The Historic Sites unit will conduct an

**CONFIDENTIAL****HOT 13****Session Briefing Note****Fall 2022****South Canol Heritage Reserve**

Tourism and Culture

assessment and work with community partners to determine the best outcome for the historic trucks. Historic Sites unit is currently

undertaking a Heritage Reserves Management Priorities planning project to gather information from the public on the importance of the sites. The South Canol Truck Dump is one of 16 sites included in the project.

- Collaborative heritage management is a commitment and priority for Yukon government. A collaborative approach and open communication will help to ensure Yukon's heritage and historic resources are preserved and managed for the benefit and understanding of future generations.

**Approved by:**

Deputy Minister, Department

October 5, 2022

[Date approved]



**CONFIDENTIAL****HOT 14****Session Briefing Note****Fall 2022****Train Crew's House 1 – Restoration Project**Tourism & Culture

---

**Recommended response:**

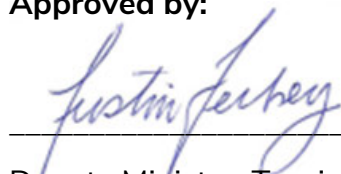
- Tourism and Culture is currently undertaking a restoration project of Train Crew's House 1 in downtown Whitehorse, following an engineering review that determined the foundation is deteriorating.
- Train Crew's House 1 is a municipally designated historic site located along Front Street in Whitehorse that was constructed in the early 1940s. It is part of a cluster of historic buildings located on the Yukon River waterfront.
- Highways and Public Works is providing project management and building expertise, while Tourism and Culture is funding the project and providing expertise in the protection of heritage values.
- Following the recommendations of the engineering team, temporary shoring was installed to avoid immediate collapse and planning is underway for the foundation replacement.
- The work is expected to be substantially completed before the end of November 2022. The final goal is to have the building secured for future conservation work and to rehabilitate the building to a state in which it can be occupied. The contract for this work is valued at \$273,800.
- Immediately adjacent to Train Crew's House 1 is Train Crew's House 2, which is stable and almost ready for occupancy.
- Our government is committed to the preservation of our heritage assets, in collaboration with our intergovernmental partners and stakeholder communities.

**CONFIDENTIAL****HOT 14****Session Briefing Note****Fall 2022****Train Crew's House 1 – Restoration Project**

Tourism &amp; Culture

**Background:**

- The work underway consists of moving the building off its foundation and clearing obsolete equipment out of the basement. The contract also includes testing the soil for contamination, and possible hydrocarbon remediation.
- A permanent foundation will then be constructed as well as floor framing, followed by the return of the building to its original location.
- This small frame building is typical of historic White Pass & Yukon Route (WP&YR) staff housing. WP&YR owned the original townsite and was instrumental in the growth of Whitehorse. The nature of the city as a company town and vital transportation centre is represented by Train Crew's House 1 and nearby historic structures. From the late 1950s until 1993, the house was occupied.
- In 1900, the WP&YR railway connected the port at Skagway, Alaska with Whitehorse at the head of navigation for the Yukon River. In addition to operational facilities, WP&YR provided accommodations for key personnel. The company's holdings on the waterfront at one time included offices, residences, warehouses, workshops, wharves, shipyards and the railway operations.

**Approved by:**


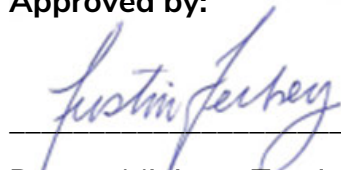
Deputy Minister, Tourism and Culture

October 21, 2022

[Date approved]

**CONFIDENTIAL****HOT 15****Session Briefing Note****Fall 2022****Temporary Removal and Relocation of The Thousand Dozen sculpture** Tourism & Culture**Recommended response:**

- Tourism and Culture is temporarily removing the sculpture, entitled *The Thousand Dozen*, from the grounds of the Yukon Arts Centre to facilitate cleaning and general refurbishment. The sculpture is being removed to enable the installation of a sacred fire pit created by Teslin Tlingit artist, Ken Anderson.
- This sculpture is a valued piece from the Yukon Permanent Art Collection that will be stored and refurbished in consultation with the artist. The timeline for the sculpture's restoration and the final location for reinstallation are not yet confirmed.
- *The Thousand Dozen* sculpture is the work of Yukon artist, Alyx Jones, and was installed at the Yukon Arts Centre in the early 1990s. It is inspired by the Jack London story of the same name. It is made from forged steel and carved marble, and sits on a high concrete and stone pedestal.
- The sacred fire pit installation by Ken Anderson is the first commission of a larger Yukon Arts Centre 30th Anniversary project that will be Indigenizing the Centre's grounds and lobby with new Yukon First Nations art. This project is funded by the Government of Canada

**Approved by:**


Deputy Minister, Tourism and Culture

October 21, 2022

[Date approved]

**CONFIDENTIAL****DPT 1****Session Briefing Note****Fall 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.

**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.
    - The Great Yukon Summer (GYS) program was embraced by Yukon tourism businesses, with 62 businesses developing 171 travel packages. A total of 1,995 Yukoners spent over \$1.3M on GYS tourism packages, with over \$345,000 issued in rebate payments.
    - The Great Yukon Summer Freeze program had low uptake due to the Omicron wave and associated travel restrictions, as well as cold weather over the holidays. A total of 39 packages were offered; more than 460 Yukoners spent over \$240,000; and we issued \$58,000 in rebates.
    - On Yukon Time: Great Yukon Summer Edition
      - \$467,101 was spent on 53 events. Events took place between June 21 and October 31, 2021.
    - Support for the Mountain Music Festival is still at a conceptual phase. We are looking at establishing a marquis shoulder season festival to attract visitors to the Yukon in the fall to extend the tourism season. We are in the research and feasibility study phase and we will report on progress once this initial work has been completed.

**CONFIDENTIAL****DPT 1****Session Briefing Note****Fall 2022****Mandate Letter  
Commitments**Tourism and Culture

---

2. Continuing to implement the Yukon Tourism Development Strategy, including working with the Yukon Tourism Advisory Board (YTAB), developing Indigenous tourism and supporting sustainable tourism.
  - The Department launched the Yukon Sustainable Tourism Framework and became a member of the United Nation's International Network of Sustainable Tourism Observatories (INSTO). [see T5 - Yukon Tourism Development Strategy]
  - The department continues to provide \$300,000 annually to the Yukon First Nations Culture and Tourism Association to advance indigenous tourism, a key YTDS pillar.
  - We are working with YTAB to review its Terms of Reference to better position YTAB to support the new, post-pandemic realities facing the tourism industry. A schedule of meetings over the next year is also being developed.
3. Releasing and implementing the Creative and Cultural Industries Strategy.
  - A final strategy was released in November 2021, and Phase 1 priorities are underway, including 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.
  - The department launched a new Express Micro-Grant program on September 1, 2022, which will address action 1.5 of the Creative and Cultural Industries Strategy (CCIS). This program supports the creative and cultural sector to respond to unique opportunities and increases access to funding for first-time applicants and equity-deserving communities.
  - A program analysis of arts funding programs, which will address action 1.1 of CCIS, will be completed before the end of 2022/2023. The program analysis will support the modernization and streamlining of existing funding supports to improve delivery, structure and effectiveness, and to address gaps.

**CONFIDENTIAL****DPT 1****Session Briefing Note****Fall 2022****Mandate Letter  
Commitments**Tourism and Culture

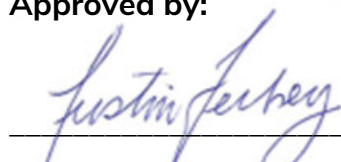
---

- The department announced the creation and implementation of a new partnership initiative to support Yukon's emerging Indigenous artists and cultural carriers earlier this summer, which will also address CCIS priorities. The Canada Council is partnering with the Government of Yukon to distribute \$50,000 in funding to artists in the first year and \$150,000 in the second year. The project launch has been set for early 2023.
- 4. Supporting industry adoption of the World Travel and Tourism Safe Travel protocols.**
- The department worked with TIAY to support industry adoption of the World Travel and Tourism Safe Travel protocols initiative. Over 55 businesses 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.**
- 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.**
- As part of the Yukon Forum process, the Heritage Working Group (YG/Yukon First Nations) has completed a workplan which will advance the management of Yukon's heritage and historic resources.
  - 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.

**CONFIDENTIAL****DPT 1****Session Briefing Note****Fall 2022****Mandate Letter  
Commitments**

Tourism and Culture

- 
7. Continuing to work to establish a heritage resource centre for the conservation and protection of Yukon's archaeological, paleontological and cultural artifacts.
    - 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, determining a location and confirming Class D estimates. [see C10 - Arts and Heritage Resources Collection Facility]
  
  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.
    - Tourism and Culture has been working closely with Economic Development on the implementation of the Creative and Cultural Industries Strategy and will continue to support actions aimed at growing Yukon's film industry. [see C6 - Creative and Cultural Industries Strategy]

**Approved by:**

Deputy Minister, Tourism and Culture

September 8, 2022

[Date approved]

**CONFIDENTIAL****DPT 2****Session Briefing Note****Fall 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 also supporting Yukon's rich cultural heritage and history, as well as 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.
- The department is not requesting any budget amendments for this legislative session.

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; and
  - \$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****Fall 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.

**Background:** See attached tables

---

**CONFIDENTIAL**

**Session Briefing Note**

**Budget 2022-23**

**DPT 2**

**Fall 2022**

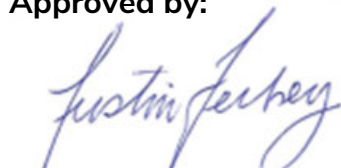
Tourism and Culture

Department of Tourism & Culture	Operation & Maintenance (in \$k)		
	2022-23 Estimates	2021-22 Main Estimates	2020-21 Actuals
<b>COVID-19 Response</b>	<b>2,230</b>	<b>6,475</b>	<b>5,446</b>
Tourism Relief and Recovery Plan	2,230	6,475	5,446
<b>Corporate Services</b>	<b>2,778</b>	<b>2,772</b>	<b>2,447</b>
Deputy Minister's Office	544	541	464
Directorate	202	218	263
Policy & Communications	943	928	792
Human Resources	340	338	237
Finance & Administration	465	470	448
Information Management	284	277	243
<b>Cultural Services Branch</b>	<b>14,725</b>	<b>13,948</b>	<b>12,680</b>
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	655	398
Heritage Resources	1,384	1,265	1,153
<b>Tourism Branch</b>	<b>12,777</b>	<b>12,889</b>	<b>11,405</b>
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
<b>Total</b>	<b>32,510</b>	<b>36,084</b>	<b>31,978</b>

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

Tourism and Culture

Department of Tourism & Culture	Capital (in \$k)		
	2022-23 Estimates	2021-22 Main Estimates	2020-21 Actuals
<b>COVID-19 Response</b>	-	-	-
<b>Corporate Services</b>	<b>10</b>	<b>10</b>	<b>8</b>
Finance & Administration	10	10	8
<b>Cultural Services Branch</b>	<b>2,975</b>	<b>2,213</b>	<b>1,271</b>
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
<b>Tourism Branch</b>	<b>675</b>	<b>857</b>	<b>490</b>
Marketing Operations	500	700	490
Industry Services	175	157	-
<b>Total</b>	<b>3,660</b>	<b>3,080</b>	<b>1,769</b>

**Approved by:**


Deputy Minister, Tourism and Culture

September 8, 2022

Date: \_\_\_\_\_

## Department of Tourism and Culture Funding Programs

### Contents

Advanced Artist Award (AAA) .....	2
Arts Fund (AF) .....	3
Arts Operating Funds (AOF) .....	4
Cultural Industries Training Funds (CITF) .....	5
Culture Quest (CQ) .....	6
New Canadians Event Fund (NCEF) .....	7
Touring Artist Fund (TAF) .....	8
Micro Grant Express .....	9
Historic Properties Assistance Program (HPA) .....	10
Yukon Historic Resources Fund (YHRF) .....	11
Museum Contribution Program (MCP) .....	12
Special Projects Capital Assistance Program (SPCAP) .....	13
Product Development Partnership Program (PDPP) .....	15
Stay Another Day Fund .....	16
Tourism Cooperative Marketing Fund (TCMF) .....	17
Tourism Accommodation Sector Supplement (TASS) .....	18
Tourism Non-Accommodation Sector Supplement (TNASS) .....	19
Yukon Elevate Tourism Program .....	20

## **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 the 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 1<sup>st</sup> and October 1<sup>st</sup>

**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 the Yukon. Projects vary, but may include workshops, special initiatives, performances 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 15<sup>th</sup> 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 the 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 15<sup>th</sup>

**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 at 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:** 15<sup>th</sup> 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, also known as the Klondike Institute of Art & Culture)*

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 the Yukon, including representatives from 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 \$1,000, 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 the 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 the 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 for 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 the 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 15<sup>th</sup> 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.

## **Micro-Grant Express**

This new fund fills a gap in the current funding supports offered by the Yukon government for the creative and cultural industries and is identified as a priority action in *Creative Potential*, the Yukon's creative and cultural industries strategy.

Feedback from the sector clearly demonstrated a need for a flexible fund, with simple application and reporting requirements, and quick turnaround times for approvals.

**Eligibility:** Emerging, established and professional artists, creatives, or people involved in the creative and cultural industries; artist collectives; non-profit societies registered in the Yukon that are in good standing; businesses; First Nation governments; and municipal governments that present activities centered around artists.

More specifically, this new program is aimed at those who have never received funding before, especially those who may find the funding world intimidating. This program will prioritize first-time applicants, and those from equity-deserving communities. This program will provide quick responses to allow creatives to take advantage of opportunities.

**Authority for the Fund:** Management Board

**Decision Making:** Internal review by the Arts Section, based on eligibility criteria. Applicants will be notified of the results in writing within 5 working days for Tier 1 and 10 working days for Tiers 2.

**Intake:** Ongoing with a minimum of \$12,500 available each month for distribution.

**Budget:** \$150,000 available for each fiscal year until March 31, 2024. (Management Board directs the department to return for ongoing funding for fiscal 2024-25)

**Applicant limits:** Tier 1: Up to \$1,500; Tier 2: \$1,501 to \$5,000. Funding can cover 100% of eligible expenses.

## **Historic Properties Assistance Program (HPA)**

Funding to assist in the preservation of the many privately-owned historic properties in the 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 5:00pm PST.

**Budget:** \$100,000 available each year.

**Applicant limits:** \$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 15<sup>th</sup> at 5:00pm PST.

**Budget:** \$16,000 available each year.

**Applicant limits:** 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:** 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 or improvement projects, artifact inventory and cataloguing, small conservation projects, cooperative marketing ventures, and revenue-generating 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

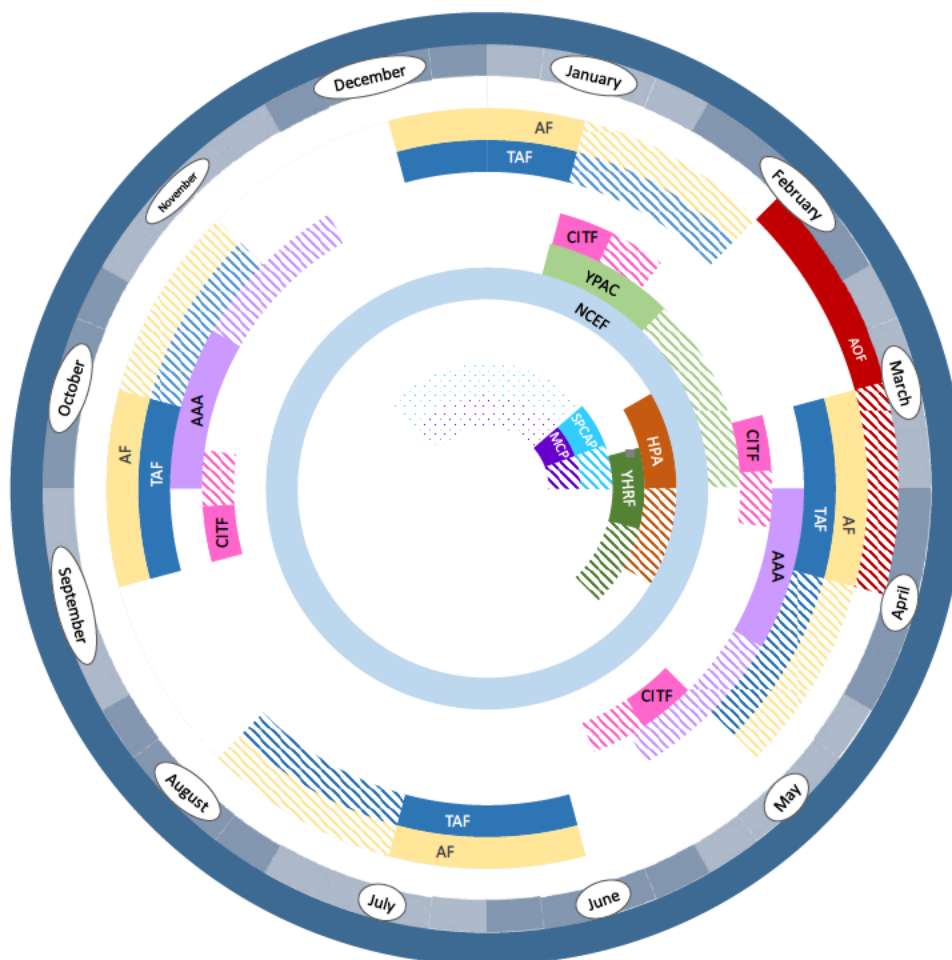
**Intake:** February 12<sup>th</sup>, 2022 (annually in February)

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

**Applicant limits:** Generally, there is a limit of \$20,000 per project. Detailed information explaining the 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
<b>Total</b>	<b>\$ 3,951,000</b>		

\*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 the Yukon. Ideally, the funds are allocated throughout the 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 market or trade-ready tourism businesses, municipalities, destination marketing organizations, and First Nations governments featuring tourism products. Since 2021-22, Yukon restaurants and bars are temporarily eligible for funding.

In 2022-23 all eligible TCMF applicants can apply to the **GoDigital** program. The program is intended to support Yukon's tourism sector in developing and enhancing their online presence and digital capacity. Participants will receive a digital toolkit, interactive and pre-recorded workshops, one-on-one coaching, and up to \$3,000 in funding on top of the TCMF for digital marketing and content creation.

**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%. In 2022/23, TCMF funding budget is set again to \$700,000, with the requirement for equity participation set at 40%.

**Applicant limit:** In 2020-21, the requirement for applicants to provide 50% equity for marketing projects and activities was temporarily waived. For 2022-23, 60% of eligible expenses will be covered by TCMF and 40% will be covered by the applicant for traditional and online expenses. 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). 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 the 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 was extended until July 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 business 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 was until July 31, 2022.

**Budget:** There is a combined budget of \$300K for TASS and TNASS during the 2022-2023 fiscal year.

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

## **Tourism Non-Accommodation Sector Supplement (TNASS)**

This supplement was added to the Yukon Business Relief Program (YBRP) and is administered by the Department of Tourism and Culture. 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 from October 1, 2020 to December 31, 2020, and was extended to July 31, 2022.

**Eligibility:** This program is open to Yukon visitor-dependent businesses, including home-based businesses. Visitor-dependent businesses are those that 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 was until July 31, 2022.

**Budget:** There is a combined budget of \$300K for TASS and TNASS during the 2022-2023 fiscal year.

**Applicant limits:** Up to \$20,000 per month, up to the point of breaking even (i.e., 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 sector 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 the Yukon that 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 modified and extended 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.

	A	B
	<b><u>Department of Tourism and Culture</u></b>	
1	<b><u>Stakeholder Annual Funding for 2022-23</u></b>	
2		
3	<b>Tourism Stakeholders:</b>	<b>Amount</b>
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	<b>First Nations (Historic Sites):</b>	
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	<b>Archives:</b>	
20	Yukon Council of Archives	\$75,000
21	Friends of the Yukon Archives Society	\$4,000
22		
23	<b>Arts:</b>	
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	\$28,000
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
	<b><u>Department of Tourism and Culture</u></b>	
1	<b><u>Stakeholder Annual Funding for 2022-23</u></b>	
39	Gwaandak Theatre Society	\$75,100
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	\$65,000
45	Northern Lights School of Dance Society	\$28,000
46	Village of Mayo	\$8,000
47	Whitehorse Concerts	\$39,300
48	Yukon Bluegrass Music Society	\$28,000
49	Yukon Film Society	\$89,000
50		
51	<b>Museums and Cultural Centres:</b>	
52	Yukon Historical and Museums Association	\$74,000
53		
54	Kwanlin Dün First Nation (Kwanlin Dün Cultural Centre)	\$130,000
55	Carcross/Tagish First Nation (Carcross/Tagish Learning Centre)	\$130,000
56	Champagne Aishihik First Nation (Da Kų Cultural Centre)	\$130,000
57	Dawson City Museum Society	\$130,000
58	Keno Community Club (Keno Mining Museum)	\$50,000
59	Kluane Museum of History Society	\$50,000
60	Little Salmon/Carmacks First Nation (Tagé Cho Hudän Interpretive Centre)	\$50,000
61	MacBride Museum Society (Copperbelt Railway and Mining Museum)	\$50,000
62	MacBride Museum Society	\$232,000
63	Selkirk First Nation (Big Jonathan House)	\$50,000
64	Teslin Historical & Museum Society (George Johnston Museum)	\$50,000
65	Teslin Tlingit Council (The Teslin Tlingit Heritage Centre)	\$130,000
66	Town of Faro (Campbell Regional Interpretive Centre)	\$40,000
67	Town of Watson Lake (Northern Lights Centre)	\$40,000
68	Tr'ondek Hwech'in (Dänojà Zho Cultural Centre)	\$130,000
69	Village of Mayo (Binet House)	\$40,000
70	Vuntut Gwitchin First Nation (John Tizya Centre)	\$50,000
71	Yukon Church Heritage Society (Old Log Church Museum)	\$80,000
72	Yukon Transportation Museum Society	\$130,000
73		
74	Updated September 6, 2022	

**Session Briefing Note****Fall 2022****Marketing**Tourism and Culture

---

**Recommended response:**

- The goal of the Marketing Unit (Tourism Yukon) under the Yukon Tourism Development Strategy 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 high as 97% in 2020-21. However, as travel restrictions eased in the 2021-22 fiscal year, pent-up demand for travel, particularly to family-friendly, wilderness destinations allowed visitation to the Yukon to vastly improve in FY 2022-23.
- The Yukon Government is 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 between 2020/2021 and 2022/23, which includes enhanced investments in research, brand assets, marketing, partnerships, and place branding managed by the Marketing Unit.

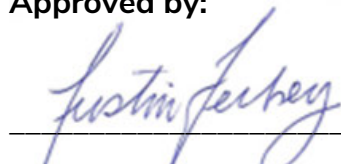
**Additional response:**

- In 2016-17, responding to calls from the tourism sector to increase investments in awareness generation for the Yukon as a travel destination, the Yukon Government increased its investment in tourism marketing by approximately \$2 million. The Marketing Unit currently receives an annual budget appropriation of approximately \$6.5 million to market the Yukon as a year-round tourism destination.
- Between 2016-17 to 2021-22, the Marketing Unit invested a total of \$38.4 million in the promotion of the Yukon as a travel destination in support of Yukon tourism businesses.

**CONFIDENTIAL****T 1****Session Briefing Note****Fall 2022****Marketing**Tourism and Culture

---

- 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.
- Tourism Yukon maintains sales offices in German-speaking Europe, the UK, Japan and Australia.

**Approved by:**

Deputy Minister, Tourism and Culture

September 8, 2022

[Date approved]

**CONFIDENTIAL****T 2****Session Briefing Note****Fall 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 2022, all 6 visitor information centres, located at highway and air entry points throughout the Yukon, were open from May 1, 2022 until September 29, 2022. The Whitehorse Visitor Information Centre is the only centre open year-round.
- More than 200,000 visitors registered at Yukon VICs around the territory this summer. During the height of the pandemic in the summer of 2021, 69,000 visitors registered at Yukon VICs around the territory. By comparison, in the summer of 2019, 360,000 visitors registered at Yukon's VICs.
- 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 Watson Lake Visitor Information Centre has been temporarily relocated to the Watson Lake Recreation Centre while options are explored for a permanent location in partnership with the Liard First Nation.

**Additional Response**

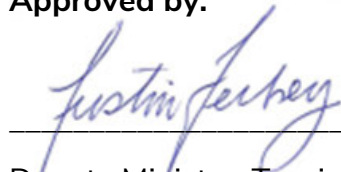
- Community VICs closed for the season on September 29. All VICs were closed on September 30, 2022, National Day for Truth and Reconciliation to support awareness and focus on healing in our Indigenous communities. The VICs prepared material to help inform

**CONFIDENTIAL****T 2****Session Briefing Note****Fall 2022****Visitor Information Centres**Tourism & Culture

---

and educate visitors about the significance of National Day for Truth and Reconciliation.

- A number of our VICs operate through community partnerships. The VIC in Haines Junction is housed in Champagne-Aishihik First Nation's Da Kų 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.

**Approved by:**

Deputy Minister, Tourism and Culture

September 8, 2022

[Date approved]

**CONFIDENTIAL****T 3****Session Briefing Note****Fall 2022****Yukon Tourism Development Strategy (YTDS)**Tourism and Culture

---

**Recommended response:**

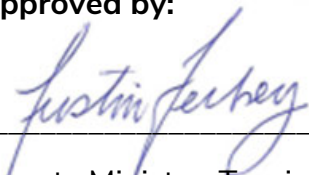
- Our government has recognized the importance of Yukon's tourism sector for several years now, which is illustrated by the release of the Yukon Tourism Development Strategy (YTDS) in 2018, a year before our federal partners released a national Tourism Growth Strategy in 2019.
- We are pleased to play 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 the Yukon. **(see also T7 – Tourism Relief and Recovery Plan)**
- Key actions taken to date to implement the YTDS include:
  - Setting up the Yukon Tourism Advisory Board in March 2020;
  - Signing 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;
  - Established the Yukon Sustainable Tourism Framework (YSTF) in May 2022, which is modelled on the United Nations' INSTO framework. The Yukon has also been accepted as an INSTO member;
  - Conducted two Resident Perceptions of Tourism surveys in 2020 and 2021 to ensure Yukoners continue to have a positive attitude about tourism.

**CONFIDENTIAL****T 3****Session Briefing Note****Fall 2022****Yukon Tourism Development  
Strategy (YTDS)**Tourism and Culture

---

**Additional response:**

- The Government of Yukon has been working 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.

**Approved by:**

Deputy Minister, Tourism and Culture

September 8, 2022

[Date approved]

**CONFIDENTIAL****Session Briefing Note****Fall 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). Established in March 2020, the Board's primary function is to advise the Minister on the implementation of the YTDS.
- With the onset of the pandemic, YTAB became instrumental in advising on ways to mitigate the impacts of COVID-19 on the tourism industry. YTAB provided 39 recommendations to government to help mitigate COVID-19 impacts and to position the Yukon's tourism sector for recovery.
- As we move from pandemic relief to a focus on recovery and destination development, the role of YTAB as an advisory body is evolving
- We are currently working with YTAB to review its Terms of Reference to better position YTAB to support the new, post-pandemic realities facing the tourism industry. A schedule of meetings over the next year is also being developed.

**Additional response:**

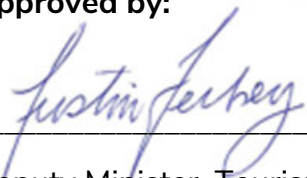
- YTAB members are recruited through the Yukon government's boards and committees process and appointed to represent a range of stakeholders and perspectives, including tourism businesses, First Nations, communities, Francophonie, youth and the cultural/heritage sector.
- YTAB has been designated as 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. Board costs such as per diems and travel are covered within the existing Tourism and Culture budget.



**CONFIDENTIAL****T 4****Session Briefing Note  
Yukon Tourism Advisory  
Board (YTAB)****Fall 2022**

Tourism and Culture

Approved by:



Deputy Minister, Tourism and Culture

September 8, 2022

[Date approved]

**CONFIDENTIAL****Session Briefing Note****Fall 2022****Tourism Relief and Recovery Plan (TRRP)**Tourism and Culture

---

**Recommended response:**

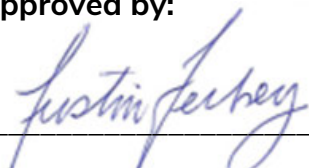
- With the support of the Yukon Tourism Advisory Board (YTAB) and tourism industry partners, Tourism and Culture released the Tourism Relief and Recovery Plan (TRRP) in December 2020. This plan has been guiding the recovery of Yukon's tourism sector from the devastating impact of COVID-19 travel restrictions and health measures.
- The TRRP was launched with a commitment to invest \$15M in industry-specific supports over 3 years, comprising 19 key initiatives focused under four key themes:
  - Providing tourism sector leadership;
  - Rebuilding confidence and capabilities for tourism;
  - Supporting the recovery of tourism industry operators; and
  - Refining the brand and inspiring travelers to visit.
- Given the unpredictability of the pandemic, the TRRP was designed to be flexible, allowing funds to be shifted between relief and recovery initiatives as required. This flexibility was needed as travel restrictions lasted longer than anticipated, and it was necessary to increase funds for relief programs in years 1 and 2.
- In 2022/23, the final year of the TRRP, funds will be allocated to continue supporting the sector as it emerges from the pandemic. We will be putting more focus on Community Destination Development, which is a strategic shift for the Department of Tourism and Culture to focus on small-scale, tangible community projects that will continue in future years.

**CONFIDENTIAL****Session Briefing Note****Fall 2022****Tourism Relief and Recovery  
Plan (TRRP)**

Tourism and Culture

## Additional response:

- Tourism and Culture was rigorous in ensuring additional relief funding was offset by reductions in recovery funding, to stay within the approved \$15M envelope.
- 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. Visitation to the Yukon rebounded this spring and summer, but numbers still remain under pre-pandemic levels.

**Approved by:**

Deputy Minister, Tourism and Culture

September 08, 2022

[Date approved]

**CONFIDENTIAL****T6****Session Briefing Note****Fall 2022****Yukon Sustainability  
Framework and INSTO  
Membership**

---

Tourism and Culture

**Recommended response**

- Following recommendations in the Yukon Tourism Development Strategy (YTDS), which was approved by Cabinet in 2018, Tourism and Culture developed a sustainable tourism framework to guide tourism development in the Yukon.
- Modelled on the United Nations' INSTO framework, the Yukon Sustainable Tourism Framework (YSTF) measures annual conditions across 17 key elements of tourism, including resource management; governance and administration; economy; environment; and people and culture.
- In May 2022, the Government of Yukon announced its membership to the United Nations World Tourism Organization's International Network of Sustainable Tourism Observatories (INSTO). The Yukon is the second Canadian INSTO member, and the first north of 60.
- INSTO is a network of 31 tourism destinations across the globe committed to monitoring the economic, environmental, and social impacts of tourism in their locales.
- The department is building a dashboard to share the results of the Yukon framework publicly. The dashboard should be live in the spring of 2023.

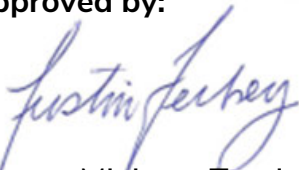
**Session Briefing Note****Fall 2022****Yukon Sustainability  
Framework and INSTO  
Membership**

---

Tourism and Culture

**Additional response:**

- Establishing the YSTF was a goal of the Yukon Tourism Development Strategy, as well as the Our Clean Future Strategy. It was endorsed by Canada's national tourism authority, Destination Canada, as well as numerous Yukon-based tourism organizations.
- The Yukon's acceptance into the INSTO network is based on the strength of its new Yukon Sustainable Tourism Framework, its demonstrated capacities in sustainable destination management, and the commitment to engage with the local tourism sector and other partners.

**Approved by:**

Deputy Minister, Tourism and Culture

Date: September 08, 2022

**CONFIDENTIAL****Session Briefing Note****Fall 2022****Carcross and Tourism**Tourism and Culture

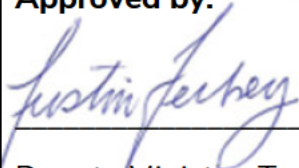
---

**Recommended response:**

- Tourism and Culture has been bringing partners in Carcross together regularly to discuss challenges and opportunities to support responsible destination development in the community.
- Our partners in Carcross see tourism as having great potential, 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 destination is managed sustainably.

**Additional response:**

- As part of a pilot project, Tourism and Culture is investing in projects identified by businesses and organizations that support broader destination and community development.

**Approved by:**

Deputy Minister, Tourism and Culture

September 08, 2022

[Date approved]

**CONFIDENTIAL****T 8****Session Briefing Note****Fall 2022****Rugged Apprentices  
Voluntourism Program**Tourism and Culture

---

**Recommended response:**

- Regenerative tourism is the concept whereby visitors travel with a mindset to leave a destination better than it was before they arrived and to engage in experiences that go beyond a traditional vacation.
- On September 7, 2022, we welcomed thirty-six Canadians to participate in our inaugural Rugged Apprentices program over the course of two days, which took visitors to Carmacks, Dawson City, and Watson Lake. We had more than 300 applicants to this program.
- The Yukon government, working with communities, Yukon First Nations, tourism businesses, and local partners invited volunteers to work on tourism-related local community projects, such as enhancements to trail and community infrastructure.
- The host communities offered travelers a unique visitor experience and true northern hospitality, and the travelers had an opportunity to not only contribute meaningfully, but also learn about the communities and people they met.
- The organizers, host communities, and volunteers came together to make this inaugural event a success.

**Additional response:**

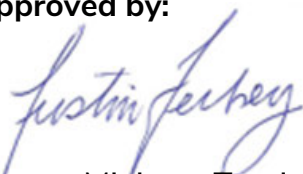
- The community partners identified local projects, which included:
  - Town of Watson Lake: Sign-Post Forest Beautification – removing illegible weathered signs, replacing damaged signposts and trail repair.
  - Village of Carmacks: Merv Tew Park Enhancements – building picnic tables and benches, painting, and park beautification.

**CONFIDENTIAL****T 8****Session Briefing Note****Fall 2022****Rugged Apprentices  
Voluntourism Program**

Tourism and Culture

- Dawson City (municipality and Klondike Visitors' Association):  
Crocus Bluff Recreation Site Enhancements – brush work, trail maintenance and maintenance on the disc golf course.
- The overall program budget was \$175,000. Many of the expenses were a one-time cost related to program development, and it would be much more cost effective to repeat the program in the future should an internal program review deem this advisable.
- Program Budget is broken down as follows:

Creative development & landing page (reusable assets)	\$45,000
Photography/videography capture (reusable assets)	\$10,000
Paid media (ad placement)	\$11,000
Apprentice Starter Kits (Welcome gift) (\$79/person)	\$2,800
In-Yukon transportation (Air North, Standard Bus, Ruby Range)	\$8,000
Opening event (Yukon Transportation Museum, Yukon Deli)	\$3,500
Closing event (Eclipse Spa, Gather)	\$9,700
To communities: Materials (for projects)	\$45,000
To communities: Hosting fee (\$200/person/night)	\$21,600
<b>Total</b>	<b>\$156,600</b>

**Approved by:**


Deputy Minister, Tourism and Culture

Date: September 8, 2022



# CONFIDENTIAL

## Session Briefing Note

**Fall 2022**

### Whitehorse Airport Airside Improvements

Highways and  
Public Works

---

#### Recommended response:

- Our government has made significant investments in aviation over the past few years, including upgrades to equipment and facilities.
- 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 jet service 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 uses and expanding the apron panel area.

#### Additional response: Taxiway upgrades

- We expect to complete the upgrade of the parallel runway and finish the resurfacing work on select taxiways this year.
- We are also planning to complete the reconstruction of the apron concrete panels as well as begin the realignment of Taxiway G this season.
- The Taxiway G project includes the extension of water and sewer services to existing lease lots near the taxiway and on Chipmunk Place.

#### 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.

# CONFIDENTIAL

## Session Briefing Note

**Fall 2022**

### Whitehorse Airport Airside Improvements

Highways and  
Public Works

---

- The new facility is being considered in a location that maximizes land available for the private sector at the airport.

#### Additional Response: General

- 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.
- 

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

#### Improvements Underway

- A two-year program to resurface selected taxiways and apron taxi lane areas began last summer and is scheduled to be completed this year.
  - A construction tender was awarded for reconstruction of the apron concrete panels and started this spring. The previous replacement project completed in 2014 has been the subject of legal proceedings between Yukon government and the constructor, Norcope Enterprises Ltd. since 2017 and a ruling is expected shortly.
-

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

- 
- The construction tender for the relocation of Taxiway G was awarded and work started last spring.
  - The construction tender to upgrade the parallel runway was awarded to Terus Construction Ltd and Skookum Asphalt for approximately \$21 million. Construction began this spring with completion expected this fall.
  - Planning for the reconstruction of the main runway is currently underway.

Approved by:

\_\_\_\_\_  
Deputy Minister, Highways and Public Works\_\_\_\_\_  
Date Approved

**CONFIDENTIAL****T 10****Session Briefing Note****Fall 2022****Place Brand Strategy  
Development**Tourism and Culture

---

**Recommended response:**

- Tourism and Culture has been tasked with developing a Place Brand Strategy under the 3-year Tourism Relief and Recovery Plan (TRRP). Work on the project began in FY 2020-21 and is continuing in FY 2022-23.
- In FY 2020-21, work began on the project and the Master Yukon Story was completed through a series of in-depth interviews (80) with a wide variety of Yukoners from all walks of life across the territory.
- In FY 2021-22, several “proof of concept” projects using the Master Yukon Story were implemented by Tourism and Culture, including marketing support for Yukon Prize and the development of a talent attraction brochure now being used by a wide variety of stakeholders in their work recruiting new employees.
- The work in FY 2022-23, will include a Brand Assessment, the development of the Brand Strategy, the development of a Brand Toolkit, and grassroots stakeholder workshops. The total budget for the project in FY 2022-23 is \$175,000, and the work will be completed by March 31, 2023.
- The Brand Toolkit will be available to all Yukon businesses and stakeholders for free to assist them with talent attraction, retail trade, investment attraction, and tourism.

**CONFIDENTIAL**

0085

**T 10**

**Session Briefing Note**

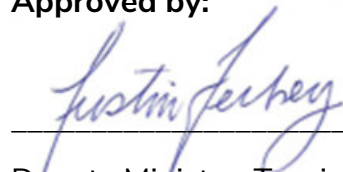
**Fall 2022**

**Place Brand Strategy  
Development**

Tourism and Culture

---

Approved by:



Deputy Minister, Tourism and Culture

September 08, 2022

[Date approved]

**Session Briefing Note****Fall 2022****Digital Enhancement Support  
for Tourism**Tourism and Culture

---

**Recommended response**

- COVID-19 has accelerated the adoption and necessity of digital technologies and solutions in the tourism sector.
- To address this, Tourism and Culture is conducting an audit to assess the presence and effectiveness of the local tourism sector's adoption and use of digital solutions and platforms. This project will determine where Yukon's industry currently stands in terms of digital "readiness", which will inform future programming and funding.
- In addition to the audit, the department launched Go Digital Yukon, which provides tourism operators with:
  - A digital media toolkit with templates and tools to develop and implement digital marketing plan and tactics;
  - Interactive and pre-recorded workshops led by digital marketing experts;
  - 1-on-1 coaching with a digital expert to give guidance, answer questions, and provide customized solutions; and
  - Up to \$3,000 in funding to use towards digital marketing content creation (on top of funding from the Tourism Cooperative Marketing Funding – i.e., TCMF).
- As of September 1, 2022, over 70 Yukon tourism partners have enrolled in and are participating in the Go Digital Yukon program. The total budget for the program is \$300,000. So far, \$231,000 is committed to cover the funding portion, while \$69,000 is committed to providing the additional services (i.e., toolkit, courses).

**CONFIDENTIAL**

0087

**T 11**

**Session Briefing Note**

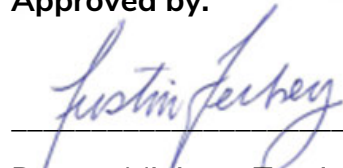
**Fall 2022**

**Digital Enhancement Support  
for Tourism**

Tourism and Culture

---

Approved by:



Deputy Minister, Tourism and Culture

September 8, 2022

[Date approved]

# CONFIDENTIAL

## Session Briefing Note

0088

C 1

Fall 2022

### Yukon Archives

Tourism and Culture

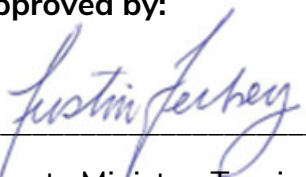
#### Recommended response:

- Since 1972, Yukon Archives has acquired, preserved, and provided access to 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 Yukon Archives to learn about this treasure trove of material.
- We will be celebrating the 50<sup>th</sup> anniversary of Yukon Archives in December 2022.

Approved by:



Deputy Minister, Tourism and Culture

September 7, 2022

[Date approved]



**Session Briefing Note**  
**Arts****Fall 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 over \$1.8 million in applicant-driven funding.
- In 2021-2022, Yukon government funded 166 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. So far in 2022-2023, Yukon government has funded 71 organizations, projects, and activities through these programs.
- The Arts Unit also launched the new Express Micro-Grant program on September 1, 2022, which will address action 1.5 of the Creative and Cultural Industries Strategy (CCIS). This program supports the creative and cultural sector to respond to unique opportunities and increases access to funding for first-time applicants and equity-deserving communities.
- The Arts Unit announced the creation and implementation of a new partnership initiative to support Yukon's emerging Indigenous artists and cultural carriers earlier this summer. The Canada Council is partnering with the Government of Yukon to distribute \$50,000 in funding to artists in the first year and \$150,000 in the second year. The project launch has been set for early 2023.

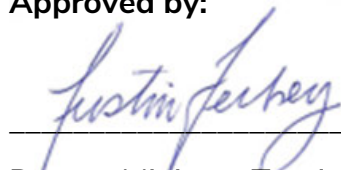
**Additional response:**

- The Government of Yukon and the Canada Council for the Arts co-hosted the third international Arctic Arts Summit in Whitehorse, Yukon. The summit took place from June 27-29, 2022, to coincide with the

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

Adäka Cultural Festival. This is the first time it was hosted in Canada (see also – HOT8 Arctic Arts Summit).

- In 2020-2021, we provided an additional \$425,000 of funding to the arts sector through our existing suite of programs in response to COVID-19 impacts, as well as an additional \$467,100 through the *On Yukon Time: Great Yukon Summer Edition* program. Eligible activities included arts, cultural, recreational, and sporting events (see also – HOT4 Arts and Culture Recovery).
- In 2021, the Yukon Permanent Art Collection (YPAC) celebrated 30 years. YPAC now holds over 500 works displayed in more than 30 locations around the Yukon.
- In addition to its funding programs, the Arts Unit directly funds four organizations: Yukon Arts Centre (YAC), Dawson City Arts Society (DCAS, also known as the Klondike Institute of Art & Culture or KIAC), Northern Cultural Expressions Society (NCES), and Yukon First Nations Culture & Tourism Association (YFNCT).

**Approved by:**

Deputy Minister, Tourism and Culture

September 8, 2022

[Date approved]

**Session Briefing Note****Fall 2022****Heritage, Museums and First Nation Cultural Centres**    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 the 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.
- 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.

**Additional Response:**

- In order to help steward and safeguard heritage resources, Government of Yukon is planning the construction of 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.
- Government of Yukon, along with museums, cultural centres, and Yukon First Nations are also developing a new Yukon First Nation Cultural Centres and Museums Policy.

**CONFIDENTIAL**

0092

**C 3**

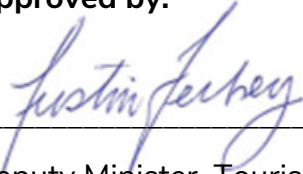
**Session Briefing Note**

**Fall 2022**

**Heritage, Museums and First Nation Cultural Centres**    Tourism and Culture

---

Approved by:



Deputy Minister, Tourism and Culture

September 08, 2022

[Date approved]

**Session Briefing Note**  
**Historic Sites****Fall 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.
- 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).
- A priority in 2023 is finalizing the updated Rampart House and Lapierre House Management Plan and implementing the new Conrad Historic Site Management Plan, along with the existing plans for other sites.
- Planning project underway to develop a Heritage Reserves Management Priorities Report to better understand the heritage values of sites and set management priorities for 16 Government of Yukon Heritage Reserves. Community meetings are scheduled in Whitehorse and Dawson in September 2022 and final report is due February 2023.
- In 2022, Historic Sites installed renewable energy systems at Fort Selkirk and Forty Mile. A renewable energy system is planned for Rampart House Historic Site in 2023, as part of Our Clean Future.
- 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. Promotion for the "Sights and Sites" app began last spring, which provides information on over 200 points of interest, including historic sites, campgrounds, wildlife viewing locations and interpretive spots.

**CONFIDENTIAL**

0094

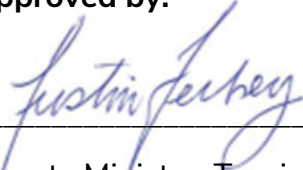
**C 5**

**Session Briefing Note**  
**Historic Sites**

**Fall 2022**  
Tourism and Culture

---

Approved by:



Deputy Minister, Tourism and Culture

September 08, 2022

[Date approved]

**CONFIDENTIAL****Session Briefing Note****Fall 2022****Creative and Cultural Industries  
Strategy (CCIS)**

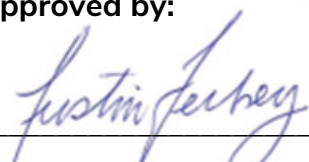
Tourism and Culture

**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.
- 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.
- 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.
- Approximately \$500,000 has been allocated to new initiatives starting in 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.
- 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. A program analysis will be completed this fiscal year.

**CONFIDENTIAL****Session Briefing Note****Fall 2022****Creative and Cultural Industries  
Strategy (CCIS)**Tourism and Culture

---

**Approved by:**

September 8, 2022

Deputy Minister, Tourism and Culture

[Date approved]



First Nation	Site Name	Co-owned <sup>i</sup>	Co-managed <sup>ii</sup>	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 (2006), Interpretation Plan (2007), complete.
Vuntut Gwitchin First Nation	Rampart House LaPierre House	✓ ✓	✓ ✓	Nomination complete, under review by VG	✓ ✓	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	✓	Planning to commence upon request by C/TFN.
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 and Interpretive Manual complete (2021).

<b>Kwanlin Dün First Nation</b>	Canyon City	No (YG land)	✓	No	✓	Interpretation Plan complete (1995).
<b>Champagne Aishihik First Nation</b>	Sha'washe <sup>iii</sup>	No (CAFN R-8A)	✓	No – Management Plan to recommend if it should be designated	Cat. A Settlement Land	Initial planning phase beginning fall 2022.

---

<sup>i</sup> 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.

<sup>ii</sup> 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.

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

# CONFIDENTIAL

## Session Briefing Note

**Fall 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. 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.
- Phase 1 of the work is now complete. This included flooring and structural work that allowed the Dawson City Museum to install new display cabinetry.
- Phase 2 was awarded in May 2022 for \$6.5 million and is currently under way with the work expected to be complete by March 1, 2023. Phase 2 includes a new roof, a new sprinkler system, exterior painting and structural upgrades in the attic.

---

#### **Context—this may be an issue because:**

- The Old Territorial Administration Building is a well-known landmark in Dawson.
-

# CONFIDENTIAL

## Session Briefing Note

**Fall 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 and exterior painting;
  - 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 2021-2022 fiscal year, the department spent \$1.365 million on design work and building rehabilitation.
- Future work packages are required to complete the remaining improvements.

Approved by:	
Deputy Minister, Highways and Public Works	Date Approved

**Session Briefing Note****Fall 2022****First Nation Cultural Centres  
and Museums**Tourism and Culture

---

**Recommended response:**

- We are pleased to support 19 First Nation cultural centres and museums through financial agreements and providing expertise and resources for collections management and conservation.
- 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.
- 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 cultural and heritage institutions.
- 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.
- A new Yukon First Nation Cultural Centres and Museums Policy is being initiated to:
  - State who the policy applies to;
  - Define a cultural centre;
  - Update the definition of a museum;
  - State the scope of funding programs; and
  - State support services provided by YG.

**Session Briefing Note**

**Fall 2022**

**First Nation Cultural Centres  
and Museums**

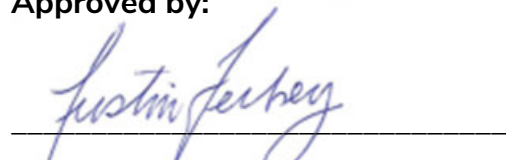
Tourism and Culture

---

**Additional response:**

- An update on the research underway in the development of the policy will be provided at the annual Yukon First Nation Cultural Centres and Museums Roundtable in the fall of 2022.
- Based on the research, a draft policy will be developed with an opportunity for input from the sector. Final policy approval and implementation anticipated for the spring of 2023.

**Approved by:**



Deputy Minister, Tourism and Culture

September 08, 2022

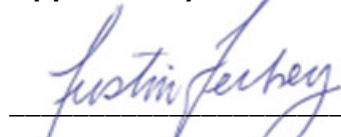
[Date approved]

**CONFIDENTIAL****C 8****Session Briefing Note****Fall 2022****Arts and Heritage 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 heritage and art collections that we hold in public trust.
- 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 art and heritage collections. Combining storage needs will create efficiencies and provide safe, accessible storage for our broad range of collections.
- The facility will be designed with the participation of Yukon First Nations and other partners.
- 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.

**Approved by:**

Deputy Minister, Tourism and Culture

September 08, 2022

[Date approved]

**CONFIDENTIAL****C 9****Session Briefing Note****Fall 2022****Fossils and Ivory  
Resources Trade**Tourism and Culture

---

**Recommended response:**

- Tourism and Culture is aware of ongoing trade in the Yukon of mammoth ivory and regularly receives reports of commercial ivory sales.
- The department 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.
- A heritage resources awareness campaign was launched in Spring 2022, which assisted with helping raise awareness about what to do when encountering heritage resources and historic objects.

**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 the 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.



**CONFIDENTIAL**

0105

**C 9**

**Session Briefing Note**

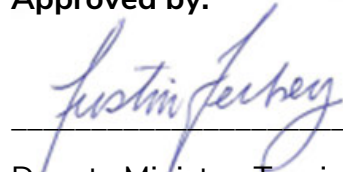
**Fall 2022**

**Fossils and Ivory  
Resources Trade**

Tourism and Culture

---

**Approved by:**



Deputy Minister, Tourism and Culture

September 08, 2022

[Date approved]

# Session Briefing Note

**Fall 2022**

## COVID-19 (Government Wide)

Health and Social  
Services

---

### Recommended response:

- We are all learning how to live with this virus and minimize its impacts on our daily lives.
- As we move from an acute emergency response into the transition phase of the pandemic, we must continue protecting our health care system and our vulnerable populations.
- Throughout the pandemic, our government has been guided by the advice and recommendations of the Office of the Chief Medical Officer of Health and we will continue to do so.
- While the State of Emergency has been lifted, 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 populations, including seniors, Elders, those with precarious or insecure housing, individuals living with chronic conditions and unvaccinated individuals.
- Our one government approach and close collaboration with communities, First Nations, local and federal partners and nongovernment organizations allows us to deliver the appropriate level of health and social care required to meet our community's needs and remain responsive to their concerns.
- Effective July 14, 2022, there are no longer any territorial public health measures in place.
- As we continue to take steps to respond to COVID-19 like other respiratory illnesses, we are following the guidance of the Chief Medical Officer of Health who has recommended reducing certain services, such

## Session Briefing Note

Fall 2022

### COVID-19 (Government Wide)

Health and Social  
Services

as the COVID-19 Testing and Assessment Centre, which is operating with new reduced hours.

- Moving forward, we remain focused on reducing the number of people susceptible to COVID-19 and its variants through partnerships with First Nations 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.

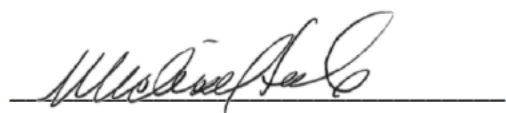
#### Context—this may be an issue because:

- There is significant and ongoing interest in the Yukon's plans for ensuring the safety of Yukoners, and that our COVID-19 response aligns with the current situation in the territory.

#### Background:

- 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.

Approved by:



Deputy Minister, Health and Social Services

August 16, 2022

[Date approved]

**Session Briefing Note****Spring 2022****Housing Issues**Yukon Housing Corporation

---

**Recommended response:**

- As we know, homelessness has far-reaching consequences that impact everyone in this community. The substance use health emergency alongside the COVID-19 pandemic, have placed additional pressures on the local support network, demonstrating increasing need for affordable and supportive housing to help our vulnerable sector.
- 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.
- We are also working on initiatives to create more Community Housing options that support the development of a full housing continuum across the Yukon.
- 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.
- 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 well-being.

**CONFIDENTIAL****TAB #C2****Session Briefing Note****Spring 2022****Housing Issues**Yukon Housing Corporation

---

**Additional response:**

- 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.
- 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 continue to offer capital incentive programs for partners and are starting to see both small and large-scale successful housing developments that will be ready for occupancy in the months ahead – we are proud to be working with partners to provide Yukoners with places to call home.

---

**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.
- The recently declared substance use health emergency in the Yukon and closure of Chilkoot Trail Inn has added strain on the housing crisis.

---

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

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

**Session Briefing Note****Spring 2022****Housing Issues**Yukon Housing Corporation

---

**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.
  - 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 was recently awarded \$10 million under the Northern Carve-Out of the National Housing Co-Investment Fund, \$5 million in funding under the federal Rapid Housing Initiative 2.0, and \$1 million in funding for YHC's Housing Initiatives Fund - for 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 5<sup>th</sup> 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.
- The Government of Yukon continues to build on partnerships with First Nations, municipalities, private sector, non-government organizations, and others in our ongoing efforts to ensure Yukoners have access to safe, affordable and adequate housing options across the Yukon. In recent developments:
  - We are supporting housing needs of some of the Yukon's most vulnerable citizens, by providing a suitable parcel of land to the Council of Yukon

**Session Briefing Note****Spring 2022****Housing Issues**Yukon Housing Corporation

---

First Nations, to build a new Whitehorse shelter for women and children who are victims of violence.

- We are working with the Northern Community Land Trust Society to provide land parcels for construction of affordable housing through a land-trust model in the territory.

**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.
- \$20 million (over three years) for the design and construction of the 4<sup>th</sup> 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 to the Challenge Cornerstone project from 2020-2022, in addition to approximately \$3.4 million in funding already provided for purchase of the land and project development.
- \$2.4 million over 2021-2022 for the construction of three triplexes in Mayo, Watson Lake, and Whitehorse in addition to \$3 million in federal funding under the Rapid Housing Initiative - contributing nine units towards housing options for Yukoners, scheduled to be completed later this spring.
- We have also committed approximately \$400,000 in 2021-2022 for the design of the Watson Lake Housing First project, with design being completed early 2022 and \$4.5 million in 2022-2023 for the construction to begin summer 2022.
- \$0.3 million in 2022-2023 for the design for a 6-unit mixed use housing project in Carcross.
- \$1.15 million for design work to support the housing needs in the communities of Teslin, Carcross and Dawson in 2022-2023.
- \$3.6 million annually under the Housing Initiatives Fund; which is now at \$5.7 million in the fifth intake for 2022-2023.

**Session Briefing Note****Spring 2022****Housing Issues**Yukon Housing Corporation

---

- \$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 2024.
- \$4.1 million for the construction of a Housing First residence for vulnerable individuals (5<sup>th</sup> 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.
- Our Community Housing program works 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 Community Housing program in which eligible Yukoners pay 25% of their income for rent (rent-geared-to-income), support for more than 90 households through our rent supplement program and over 190 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.
- 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.



**CONFIDENTIAL****TAB #C2****Session Briefing Note****Spring 2022****Housing Issues**

Yukon Housing Corporation

**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 approximately 470 total housing units (including more than 260 affordable housing units).
- The fifth intake of the Housing Initiative closed on 14<sup>th</sup> January 2022 and received 29 project applications.
- Since its launch in 2015, the Municipal Matching Rental Construction Grant has supported the construction of over 415 new rental homes throughout the Yukon.
- In 2021-22, our homeownership loans that focus on buying and building rural Yukon, have helped 18 Yukoners buy or build their first homes.

**Approved by:**

\_\_\_\_\_  
Mary Cameron  
President, Yukon Housing Corporation

February 4, 2022  
[Date approved]

**CONFIDENTIAL****EMR #31 ENV #20****Session Briefing Note****Fall 2022****Our Clean Future Annual Report**Environment  
Energy, Mines and Resources

---

**Recommended response:**

- On September, we released our second annual report on *Our Clean Future*. It outlines the progress we've made in taking action on climate change in 2021.
- Of the 19 actions with a 2021 timeline, we completed 13, made progress on three and revised three.
- *Our Clean Future* is an adaptive strategy, meaning we assess and adjust the actions we are taking year-over-year to stay on track to meet our long-term goals.
- This year, we introduced five new actions and revised 13 existing actions to better meet our goals.

**Additional response:**

- In 2021, we advanced several key actions and objectives, such as:
  - passing legislation to remove plastic bags from circulation;
  - developing requirements and guidance to support the use of zero-emissions vehicles, which more than doubled in 2021 compared to the previous year from 57 to 129;
  - developing a process to incorporate climate change considerations into the decision-making for the Government of Yukon's major policies, programs, and projects;
  - completing a framework to measure the sustainability of the tourism industry;

**CONFIDENTIAL****EMR #31 ENV #20****Session Briefing Note****Fall 2022****Our Clean Future Annual Report**Environment  
Energy, Mines and Resources

- and, working together with other governments and organizations across the territory to assess climate risks and resilience through the risk and resilience assessment (see [ENV BN #23](#)).

**Third response:**

- Although we have made progress on many of our commitments, there is still significant work required to meet our 45 per cent greenhouse gas emissions target reduction by 2030.
- We continue to work with experts and stakeholders, across the territory and beyond, to identify opportunities for new actions and to accelerate and intensify existing actions to reach this ambitious target.
- This includes reviewing and actioning the recommendations from the Yukon Climate Leadership Council (see [ENV BN #5](#)).
- We are also working to legislate our climate targets for 2030 and 2050 under the Clean Energy Act, the Yukon's first climate change legislation (see [EMR BN #31](#) or [ENV BN #21](#) ).

**Context — this may be an issue because:**

- Climate change is of high interest to Yukoners; they will want to know the progress on delivering on *Our Clean Future* commitments, such as achieving greenhouse gas reductions.

**Background:**

- The *Our Clean Future* 2021 Annual Report and the Yukon Climate Risk and Resilience Assessment were both publicly released on [September 12, 2022](#).
- *Our Clean Future* sets several targets to reduce greenhouse gas emissions by 2030 and supports the Yukon to be highly resilient to the impacts of climate change.

**CONFIDENTIAL****EMR #31 ENV #20****Session Briefing Note****Fall 2022****Our Clean Future Annual Report**Environment  
Energy, Mines and Resources

- The *Our Clean Future* 2021 Annual Report is the second annual report prepared by the Government of Yukon.
- Five new actions and 13 revised actions were announced in the latest *Annual Report*. This is the first time new actions have been added to *Our Clean Future* since it was implemented in 2020.
- The five new actions, led by the Department of Highways and Public Works, either build off of existing actions or support objectives outlined in *Our Clean Future*.
- The 13 revised actions that were recommended add specificity or further direction to existing actions or represent a change in course after further analysis and research.
- We will continue to build on *Our Clean Future* as we learn more about climate change and introduce more actions, which will be reflected in future annual reports.
- Future reporting on *Our Clean Future* will be delivered through an interactive website.

**Approved by:**

Deputy Minister of Environment

2022.09.01

Date approved



Deputy Minister of Energy, Mines and Resources

Sept. 1, 2022

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.
  - Materials were purchased in spring 2022 and the Fort Selkirk solar system was installed in fall 2022. Planning is underway for installation of new solar systems at Forty Mile and Rampart House.
  - 2021/22= \$50,000 from Our Clean Future and \$20,000 contribution from Tourism and Culture.
  - 2022/23 = installation of systems during the summer 2022. Costs were 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.
  - Information session held in May 2022 with Aklavik Hunters and Trappers Committee and Elders Committee; Cultural Services Branch conducted one week of cultural site documentation along the North Slope in July 2022 with assistance from Inuvialuit beneficiaries.
  - Addition engagement to report on summer activities planner for fall 2022.
  - 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 annual (1) measurement of conditions across several key elements of tourism and (2) communication of findings with the sector to help raise awareness and identify sector priorities.
  - The framework has been established, with the support of six key tourism NGOs in the Yukon, as well as the Yukon Tourism Advisory Board, the Government of Yukon's Premier and Destination Canada. Next steps include (1) measuring and interpreting sustainable tourism conditions for the initial reference years, 2019 and 2020, (2) establishing a local

working group to oversee framework implementation, and (3) developing data management solutions for project partners and members of the public to access key findings and download customizable datasets.

- 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 and Layout: \$1570
  - Data profiling/data platform research \$16,200
  - Data purchase: \$2000
- **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 was completed in 2021, to be released with first annual sustainable tourism framework report.
  - 2021/22 Budget detail:
    - Model and first report created: \$10,200.
  - 2023/24= \$12,000 – Biannual report

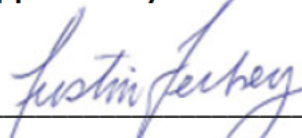
#### Human Resources:

- 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

Approved by:



Deputy Minister, Tourism and Culture

September 08, 2022

[Date approved]

**Session Briefing Note****Fall 2022****Inflation (Corporate Note with ECO)**Finance

---

**Recommended:**

- While Whitehorse's inflation rate for September remains above the national figure, inflation slowed in August and September, potentially signaling that inflation is moderating in line with what was outlined in the Interim Fiscal and Economic Update.
- All Yukon households are seeing their budgets stretched by elevated levels of inflation, but the burden is heavier on lower-income households where much of their expenses go to necessities such as food, energy, and housing, all of which have seen some of the largest price increases at different points during 2022.
- This government is conscious of the effects that rising inflation has on families and has taken action to protect their finances. Last month, we announced almost \$5 million-worth of inflation relief measures. This includes funding targeted to support vulnerable groups such as one time payments of \$150 for Yukoners on social assistance, a one-time payment of \$150 to Yukon Seniors Income Supplement recipients, an additional \$100,000 in funding for Food Network Yukon and payments to seniors through a 10 per cent top-up in the Pioneer Utility Grant.
- Yukoners who heat their home with wood will receive a \$50 rebate on fuelwood purchased from Yukon commercial firewood suppliers.
- There is a six-month extension of \$500 per month to caregivers of children in out of home care.
- We are also extending the Inflation Relief Rebate for another three months, which gave Yukoners a \$50 monthly credit on their power bill.

**Session Briefing Note****Fall 2022****Inflation (Corporate Note with ECO)**Finance

---

## Additional response:

- This government had already established a strong record of making life more affordable for Yukoners before this latest round of inflation.
- These new affordability measures will complement those included in Budget 2022-23, which invested in housing supply, universal childcare, paid sick leave and a territory-wide dental plan with no new taxes or fees.
- Inflation has increased globally due in part to supply-chain disruptions and the war in Ukraine. Nationally, there is excess demand causing labour market and other shortages.
- Inflationary pressure was broad-based with food and shelter costs elevated. Surging fuel prices were a key driver, with significant increases in the price of both gasoline and home heating oil.
- Whitehorse, along with five other provinces, reported inflation in September slowing from August, with September's inflation rate in the remaining seven jurisdictions up from the month prior.

---

**Context—this may be an issue because:**

- Inflation has increased to decade highs in many countries, including Canada, which is experiencing the highest inflation in almost 40 years.
- Energy prices have been a significant driver and these prices are more obvious to consumers.
- Housing affordability has been a concern in the Yukon for several years.

---

**Background:**

## Inflation outlook



**CONFIDENTIAL****TAB 24****Session Briefing Note****Fall 2022****Inflation (Corporate Note with ECO)**Finance

---

- The inflation rate in Whitehorse was 7.5 per cent in September. While remaining elevated, inflation in September fell for a second consecutive month, down from 7.6 per cent in August and down from the 30-year high of 7.7 per cent reported in July.
- The price of fuel made a large contribution. Fuel oil and other fuels were up nearly 45 per cent from September of last year and gasoline was up 19.5 per cent.
- Higher energy prices were due to changes in global oil markets caused by sanctions against Russia. Prices have moderated since June. The benchmark North American oil price (WTI) has fallen from US\$120 per barrel to about US\$83 at time of writing.
- Food prices have risen significantly since 2021, as stronger demand coincided with supply side constraints. Food prices in Whitehorse were up 8.8 per cent from last September.
- Prices in Canada are expected to remain elevated throughout 2022. The Bank of Canada does not expect inflation to return to the target range of 1 to 3 per cent until 2024.
- The Bank of Canada has started to take a more aggressive approach to battling inflation by raising interest rates three percentage points since March, including a 0.75 percentage point increase on September 7. Another increase is expected to come on October 26<sup>th</sup>, with many analysts suggesting another 0.75 hike.
- The housing market in the Yukon has stayed hot in the face of higher interest rates that have cooled markets in most other parts of Canada. Residential sales have declined significantly in most other jurisdictions but were up almost 30 per cent year-to-date in the Yukon.
- Prices have also continued to rise. The average price of a single-detached home hit an all-time high of over \$695,000 in the second quarter. Between October 2019 and October 2021, both median and average rents are up by about 10 per cent.

**Session Briefing Note****Fall 2022****Inflation (Corporate Note with ECO)**

Finance

- There are, however, some signs that the Yukon's housing market has started to cool. The sales-to-new listings ratio has declined and inventories of unsold homes have started creeping up as houses stay on the market longer. Further cooling is expected over the remainder of the year.

**Key government initiatives addressing affordability in Yukon****New temporary Inflation Relief Rebate**

- Recently, the Government of Yukon announced almost \$5 million in new inflation relief measures targeted at vulnerable groups.
- The inflation relief rebate was extended for another three months at a total cost to Government of \$3.2 million. The inflation relief rebate automatically applied a \$50 credit to all residential and commercial ATCO Electric Yukon and Yukon Energy electricity bills.
- Yukoners on social assistance will receive a one-time payment of \$150. This payment will help recipients offset inflation impacts until social assistance payments are adjusted for inflation in November.
- These new measures also include support for seniors through a 10 per cent top up in the Pioneer Utility grant and a one-time payment of \$150 to recipients of the Yukon Seniors Income Supplement.
- Yukoners who heat their homes with wood will be eligible for a \$50 rebate per cord of fuel wood, this program is retroactive to April 1, 2022.
- The pilot program giving an extra \$500 per month to Extended Family Caregiver agreement caregivers and foster caregivers will be extended to the end of the fiscal year.
- In June, the Yukon government extended the Tourism Accommodation Sector Supplement and Tourism Non-Accommodation Sector Supplement programs, administered through Economic Development.

**This builds on efforts from Budget 2022-23 aimed at making things affordable**

- In 2021-22, the Youth Directorate provided over \$1.1 million to support operational funding to five organizations.

**Session Briefing Note****Fall 2022****Inflation (Corporate Note with ECO)**

Finance

- 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 over the next five years. The new Universal Child Care Program has reduced fees to less than \$10 per day on average.
- 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.
- A significant portion of the Government of Yukon's five-year capital plan is allocated to housing and land development in order to continue to help address the supply side of the housing equation.
- Yukon Housing Corporation is investing across all parts of the housing continuum including increases to supportive housing, subsidized Community Housing, and rental subsidy programs.

**Survey of government initiatives that are indexed to inflation**

- Higher inflation impacts various government of Yukon programs through indexation, (indexation is updated each April unless otherwise noted), including:
  - Tobacco Tax is updated each January.
  - Comprehensive Municipal Grant Regulation (with a one year lag).
  - The minimum wage
  - Subsidies for medical travel
  - Pioneer Utility grant
  - Residential rent caps
  - Seniors benefits (updated each October)
  - Social Assistance Payments (updated each November)
  - Student Financial Assistance (updated each school year)

**Impact of inflation on revenue**

- Most of the major sources of revenue will increase in line with inflation; however, some growth will have a lag between inflation and revenue increases.

**CONFIDENTIAL****TAB 24****Session Briefing Note****Fall 2022****Inflation (Corporate Note with ECO)**

Finance

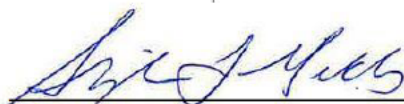
- Territorial Formula Financing is adjusted annually to account for increases in provincial, territorial, and municipal government expenditures.
- Canada Health Transfer & Canada Social Transfer grow with nominal GDP.
- Income Tax: brackets are adjusted annually with inflation
- Insurance Premium Tax grows with nominal increase in premiums.

**Approved by:**

Deputy Minister, Department of Finance

October 19, 2022

Date approved



Deputy Minister, ECO

October 19, 2022

Date approved