

## Tourism and Culture Briefing Note Index

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**CONFIDENTIAL****HOT 1****Session Briefing Note****Fall 2021****Tourism Relief and Recovery Plan** Tourism and Culture

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**Recommended response:**

- We identified \$15 million to be allocated over 3 years (fiscal years 2020/21 to 2022/23) to fund the COVID-19 Tourism Relief and Recovery Plan (TRRP).
- This plan is intended to help Yukon's tourism industry deal with the unprecedented impact the COVID-19 pandemic has had on global tourism and travel.
- The relief and recovery plan has been developed with the input of the Yukon Tourism Advisory Board and tourism industry organizations.

**Additional response:**

- This recovery plan focuses on four key themes:
  1. Providing Tourism Sector Leadership;
  2. Rebuilding confidence and capabilities for tourism;
  3. Supporting the recovery of tourism industry operators; and,
  4. Refining the brand and inspiring travelers to visit.
- We are continuing to engage with tourism businesses, Yukon First Nations, non-profit organizations, and other partners as we develop and implement the 19 key initiatives contained in the plan.

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

- Tourism businesses continue to suffer from the unprecedented decline in travel caused by the pandemic. There may be interest in updates on the status of the tourism relief and recovery plan and actions.
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**Background:**

- \$15 Million has been allocated over 3 years to the COVID-19 Tourism Relief and Recovery Plan.
- For 2020-21, actual expenditures were \$3.027M, while in 2021-22 there is \$6.475M in the mains, as follows:

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| Key Initiative | Project Description  | Actual 2020-21 |
|----------------|--|----------------|
| 2.1, 2.2, 2.3  | Rebuilding confidence - Industry adoption of standardized safe travel protocols/resident perception of tourism research/monitoring/rebuild trust to invite visitors (TIAY) | \$124,251      |
| 3.1            | ELEVATE (TIAY)   | \$71,500       |
| 3.2            | Enhancement to base TCMF budget  | \$525,809      |
| 3.3            | Relief Programs (Tourism Accommodations Sector Supplement and Tourism Non-Accommodation Supplement.  | \$2,138,069    |
| 4.3            | Enhanced Marketing   | \$0            |
| 4.5            | Place Brand (Yukon Story) (Yukon First Nation Chamber of Commerce)   | \$168,000      |
|                |  | \$3,027,629    |

| Key Initiative | Project Description  | Mains 2021-22 |
|----------------|--|---------------|
| 2.1, 2.2, 2.3  | Rebuilding confidence - Industry adoption of standardized safe travel protocols/resident perception of tourism research/monitoring/rebuild trust to invite visitors (TIAY) | \$225,000     |
| 3.1            | ELEVATE (TIAY)   | \$450,000     |
| 3.2            | Enhancement to base TCMF budget  | \$300,000     |
| 3.3            | Relief Programs (Tourism Accommodations Sector Supplement and Tourism Non-Accommodation Supplement.  | \$4,000,000   |
| 4.3            | Enhanced Marketing   | \$1,000,000   |
| 4.5            | Place Brand (Yukon Story) (Yukon First Nation Chamber of Commerce)   | \$500,000     |
|                |  | \$6,475,000   |

|     | Project Description   | Sup 1 21-22 |
|-----|---|-------------|
| 3.3 | Relief Programs (Tourism Accommodations Sector Supplement and Tourism Non-Accommodation Supplement. | \$3,985,000 |

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**1. Providing Tourism Sector Leadership**

- Engage the Yukon Tourism Advisory Board (YTAB)
  - During the pandemic, the YTAB has met 12 times providing 39 recommendations to help us shape our relief and recovery efforts for the tourism sector.
- Engage and communicate tourism relief efforts and the Tourism Relief and Recovery Plan with stakeholders
  - The department held several meetings with Yukon tourism NGO stakeholders including two full-day planning sessions on the development and implementation of the TRRP, in addition to our regular participation and updates on the Tourism Industry Association of Yukon (TIAY) weekly zoom calls.
  - The department collaborated with TIAY to conduct the 2021 Yukon Tourism Sector Needs Assessment to gather information from the Yukon tourism sector on their state of readiness for reopening and outlook for summer 2021.
- Establish a One Government – Deputy Minister’s Tourism Committee
  - As recommended in the YTDS and by YTAB, the government established the first ever Deputy Minister’s Tourism Committee in support of a one government approach to tourism.
- Create a one window “concierge” service for tourism businesses seeking relief funding support
  - The department provided support to TIAY to hire two funding navigators to assist Yukon tourism businesses to access funding programs that best meet their needs.
- **Sustainable Tourism Measurement Framework:**
  - We are on track to establishing a framework that measures the sustainability of tourism development by the end of 2021.
  - The framework will enable the tourism sector to enhance the positive benefits from tourism while safeguarding communities and the environment from negative impacts. Annual framework reports will replace year-end indicator reports.

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- Enhanced investments in tourism to achieve the goals of the YTDS
  - Continued support for the implementation of the three-year Tourism Relief and Recovery Plan.

**2. Rebuilding Confidence and Capabilities for Tourism**

- Support industry adoption of standardized safe travel protocols for the protection of visitors and residents
  - The department is working with TIAY to support industry adoption of the World Travel and Tourism Safe Travel protocols initiative.
- Implement resident perception of tourism research/monitoring
  - The department is conducting its second survey to measure resident support of tourism. Results are expected in late 2021.
- Implement a resident and community support for tourism strategy
  - The department is working with TIAY, WTAY, YFNCTA and other tourism related NGO's to develop a resident and community sentiment strategy.
- Support the recruitment, retention and training for labour in the tourism industry
  - The department is working with the department of Education to support the tourism industry's access to the labour market workforce agreement addressing recruitment, retention and training for the tourism sector.

**3. Supporting the Recovery of Tourism Industry Operators**

- Invest in the provision of mentoring, advice and implementation funding to Yukon tourism businesses to prepare for recovery
  - The department has provided support to TIAY for the implementation of the ELEVATE Tourism program in partnership with CanNor.
  - The department led the Great Yukon Summer campaign as travel restrictions were easing to help Yukon tourism businesses prepare for recovery.
- Enhance investment in marketing funding for individual businesses and organizations
  - The department enhanced its investment in the Tourism Cooperative Marketing Fund (TCMF) in fiscal year 2021/22 by \$300K, bringing total program support to \$1M to help Yukon businesses mitigate the impacts of COVID-19.

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- Develop and implement relief programs that enable tourism operators to survive to recovery.
  - The department continued its investment in the Tourism Accommodation Sector Supplement and Tourism Non-Accommodation Sector Supplement to September 30, 2021, and now extended to March 31, 2022.
- Conduct a review of financial programs, incentives and supports for tourism development
  - This review will begin in the 2021-2022 fiscal year.

**4. Refining the Brand and Inspiring Travelers to Visit**

- Invest in research to better understand consumer behaviour and new markets
  - This research will take place in fiscal year 2021-2022 in coordination with Destination Canada.
- Enhance Yukon tourism brand and assets
  - This initiative will take place during the 2021-2022 fiscal year.
- Enhance investments in a three-year destination marketing strategy
  - The department is developing a three-year destination marketing strategy that lays the foundation for recovery from the COVID-19 pandemic and is based on research and aligned with the YTDS.
- Enhance partnerships with key tourism stakeholders and partners
  - The department will develop strategic partnerships to assist in the recovery of the Yukon's tourism sector.
- Invest in a place brand for Yukon as a whole
  - The department has provided support to the Yukon First Nation Chamber of Commerce to advance development of a place brand for Yukon. While this initiative is broader than just tourism, it will assist Yukon businesses by providing them with the tools they need to recover from the pandemic when restrictions are lifted.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****HOT 2****Session Briefing Note****Fall 2021****Tourism Relief Funds-  
TASS/TNASS**Tourism and Culture

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**Recommended response:**

- Based on industry feedback, data and the guiding principles of the Yukon Tourism Development Strategy, the three-year, \$15 million Tourism Relief and Recovery Plan (2020-2023) outlines initiatives to support the survival of Yukon's tourism businesses, and rebuild and strengthen our tourism industry for the future.
- We are now in the second year of this plan and the tourism industry continues to need relief. While border restrictions have been lifted, the travel market is still far from returning to a normal. For example, statistics for the second quarter of 2021 show air arrivals at Erik Nielsen Whitehorse International Airport are 77% below the 5 year average. International border crossing into Yukon are 94% below the 5 year average.
- It is clear that this year's winter tourism season will again be very difficult. We will continue to invest in tourism industry relief and recovery to ensure that our tourism assets, accommodations, experiences, and communities remain viable and sustainable for recovery.

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

- Some may question the need for tourism relief funding given indicators showing an improving economy; however, the tourism sector continues to be affected.
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**CONFIDENTIAL****HOT 2****Session Briefing Note****Fall 2021****Tourism Relief Funds-  
TASS/TNASS**

Tourism and Culture

**Background:**

Tourism Accommodation Sector Supplement (TASS)

Tourism Non-Accommodation Sector Supplement (TNASS)

- To help ensure the accommodations sector and other visitor-dependent businesses survive the impacts of COVID-19, funding is available through the Tourism Accommodation Sector Supplement (TASS) and the Tourism Non-Accommodation Sector Supplement (TNASS).
- Until September 30, 2021, these programs were operated as special supplements to the Yukon Business Relief Program (YBRP) and CanNor's Northern Business Relief Fund (NBRF). Businesses had to exhaust their eligibility in YBRP and NBRF before applying to TASS or TNASS.
- With the termination of YBRP, the two programs are now run independently.
- For accommodations businesses operating at a deficit, TASS provides up to \$400 per room each month, up to the point of breakeven.
- For non-accommodations businesses operating at a deficit, TNASS provides up to \$60,000 per 6 month period, up to the point of breakeven.
- 94 Yukon tourism businesses have submitted 140 applications under these two programs since program inception last year. These applications have resulted in funding agreements totaling \$4.1M.
- Both TASS and TNASS have been extended to the end of the current fiscal year (March 31, 2022) and administration of the programs has moved to the Department of Economic Development.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****TAB 5****Session Briefing Note****Fall 2021****Yukon Business Relief Program**Economic  
Development

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**Recommended response:**

- The Government of Yukon has taken a comprehensive approach to supporting Yukon businesses and workers impacted by COVID-19.
- We launched the Yukon Business Relief Program to help local businesses survive the economic impacts of the COVID-19 pandemic and, position them to restart and recover.
- The Yukon Business Relief Program provided relief in the form of a non-repayable grant to Yukon businesses affected by the COVID-19 pandemic.
- From its launch in March 2020 to September 2021, the program has provided over 75(1)(a)(ii), 74(1)(a), 67(3)(a), 75(1)(b)(i)

**Additional response:**

- The fundamental goal of the department's COVID-19 programs has been to help businesses to survive the COVID-19 pandemic and to be in a position to continue operations through the anticipated recovery period.
- Most sectors of the Yukon economy are showing positive indicators of recovery with the exception of the tourism sector. This is the driver behind extending the tourism relief programs.
- The Tourism Accommodation Sector Supplement and the Tourism Non-Accommodation Sector Supplement will continue to help ensure the accommodation sector and other visitor-dependent businesses are positioned to recover.

**CONFIDENTIAL****TAB 5****Session Briefing Note****Fall 2021****Yukon Business Relief Program**Economic  
Development

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- As the Yukon's economy recovers from the pandemic, it is important that our government adjust our support programs to meet the evolving needs of the business community.

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

- The funding period for YBRP ended on September 30, 2021 for non-tourism businesses. 74(1)(a), 67(3)(a)
- The Regional Relief Loan Program was available from February 2021 to June 2021 to provide continued economic support for eligible businesses.

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**Background:**

- Some Federal benefits expired on October 23, 2021 including the:
  - Canada Emergency Rent Subsidy: provided rent and mortgage interest support to tenants and property owners affected by COVID-19.
  - Canada Emergency Wage Subsidy (CEWS) covered a portion of employee wages for employers to assist them in re-hiring workers and avoiding layoffs.
- Yukon businesses may continue to apply for Government of Canada supports including:
  - Canada Recovery Hiring Program (CRHP) provides a subsidy for wages, to help businesses hire the workers they need to recover and grow as local economies open. The program end date has been extended to May 7, 2022 with authority for a further extension through regulations until July 2, 2022.
  - The new Tourism and Hospitality Recovery Program is proposed to provide wage and rent subsidies of up to 75% to hotels, restaurants, festivals,

**CONFIDENTIAL****TAB 5****Session Briefing Note****Fall 2021****Yukon Business Relief Program**Economic  
Development

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travel agencies and tour operators beginning October 24, 2021 until May 7, 2021.

- The new Hardest-Hit Business Recovery Program is proposed to provide wage and rent subsidies of up to 50% to businesses that do not fit under the tourism and hospitality umbrella but are still facing significant financial hurdles caused by the pandemic.
- The Yukon Business Relief Program (YBRP) provided grants to cover eligible costs for businesses (excluding governments, not-for-profits, utilities, telecommunications, mines, religious organizations, commercial landlords and finance/insurance organizations) experiencing revenue loss due to COVID-19. The program ended September 30, 2021, as scheduled.
  - Between 2020 and the same period in 2021 there were significant drops in YBRP applications from non-tourism sectors including the retail sector and social services sectors.
  - With the exception of the tourism sector, sectors that were ordered to close at the onset of the pandemic and have since re-opened, have been recovering strongly. The construction and mining sectors have also shown strong growth.
- Small and medium-sized Yukon businesses were able to apply to the Regional Relief Loan Program (RRLP) which may provide up to \$100,000 in deferred-interest, partially forgivable loans with no payments until January 1, 2023. The application deadline was June 30, 2021.
- CanNor's Northern Business Relief Fund program, which worked in tandem with the Yukon Business Relief Fund ended March 31, 2021.

**CONFIDENTIAL****TAB 5****Session Briefing Note****Fall 2021****Yukon Business Relief Program**Economic  
Development**Payout by sector as of November 15, 2021:**

| Sector   | Total (\$)                                    | % of Total    |
|--|---|---------------|
| Accommodation and food services                | 74(1)(a), 67(3)(a), 75(1)(a)(ii), 75(1)(b)(i) |               |
| Administrative and waste remediation           |   |               |
| Agriculture, forestry, fishing and hunting     |   |               |
| Arts entertainment and recreation              |   |               |
| Construction                                   |   |               |
| Educational Services                           |   |               |
| Finance and Insurance                          |   |               |
| Health and social assistance                   |   |               |
| Information and cultural industries            |   |               |
| Manufacturing                                  |   |               |
| Mining, quarrying and oil and gas extraction   |   |               |
| Other services (except public administration)  |   |               |
| Professional scientific and technical services |   |               |
| Real estate, rental and leasing                |   |               |
| Retail trade                                   |   |               |
| Transportation and Warehousing                 |   |               |
| Wholesale trade                                |   |               |
| <b>Total</b>                                   | 74(1)(a), 67(3)(a), 75(1)(a)(i), 75(1)(b)(i)  | <b>%100.0</b> |

Note: Tourism is not identified as a separate sector in YBRP – it consists primarily of accommodation, food services, transportation, recreation, cultural industries, educational services, fishing and hunting.

**Approved by:**


Deputy Minister, Economic Development

November 15, 2021

Date approved

**CONFIDENTIAL****HOT 4****Session Briefing Note  
Creative and Cultural Industries  
Strategy****Fall 2021**  
Tourism and Culture**Recommended response:**

- The creative and cultural industries are a key part of Yukon's economy and northern way of life.
- *Creative Potential: Advancing Yukon's Creative and Cultural Industries* is a government-wide strategy that will support growth and development of Yukon's creative and cultural industries. There is a clear opportunity to increase the contribution these industries make to Yukon's GDP, through rewarding work that enriches the quality of life in Yukon.
- The strategy identifies 4 strategic objectives and 22 key actions. All of the actions integrate input gathered through extensive public engagement with individuals and organizations in the creative and cultural sector.

**Additional response:**

- Many actions in the draft strategy support the sector's recovery from COVID-19 pandemic impacts, which in turn contributes to the recovery and wellbeing of the territory as a whole.
- In support of COVID-19 recovery, Phase 1 implementation includes: reviewing and revising existing funding; delivering new funding opportunities; industry branding and promotion; marketing and export strategies; workshops; and labour market supports.

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

The draft strategy was out for review in early 2021, so people will be wondering when it will be approved and implemented.

**Background:**

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

**CONFIDENTIAL****HOT 4**

# Session Briefing Note

## Creative and Cultural Industries Strategy

**Fall 2021**  
Tourism and Culture

- The creative and cultural industries sector encompasses the creation, production, promotion, distribution and commercialization of cultural goods, as well as the labour force and institutions required to support it.
- Yukon has the third-highest concentration of artists in the country (1.14%) and the highest concentration of cultural workers (5.3%) in Canada (2016).

### Public Engagement Process

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

- The 2021-22 budget contains \$300,000 of new money for some initial actions in the strategy. Additional budget for subsequent years will be requested as part of the strategy review and approval process.
- Responsibility for cultural industries is shared across a number of departments including T&C (arts, museums, archives, heritage resources, historic sites) Economic Development (film, sound, media), Education (Labour Market Training), Community Services (Libraries).

**Approved by:**



Deputy Minister, Tourism & Culture

September 22, 2021

**Session Briefing Note****Fall 2021****Tourism – COVID Response**Tourism and Culture

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**Recommended response:**

- Government of Yukon has been actively engaged with the local tourism sector and our federal counterparts to navigate the unprecedented impacts the pandemic has had on tourism.
- With the support of the Yukon Tourism Advisory Board (YTAB) and our industry partners, we released the COVID 19 Tourism Relief and Recovery Plan in December 2020 and are currently focused on relief efforts through supplemental funding programs for the industry, and recovery through the Great Yukon Summer campaign.
- The Tourism Relief and Recovery Plan (TRRP) commits \$15M in industry specific supports over 3 years.

**Additional response:**

- The TRRP focuses on 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.
- 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.

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

The tourism sector is still struggling with recovering from the pandemic and there may be questions on continued support and extending relief programs.

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**Session Briefing Note****Fall 2021****Tourism – COVID Response**Tourism and Culture

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**Background:****Programs****Yukon Business Relief Program (YBRP)**

- (See also HOT 3. Yukon Business Relief Program)
- The Yukon Business Relief Program (YBRP), launched through the department of Economic Development, offers up to \$60K in fixed cost support to businesses who have been significantly impacted by the COVID-19 pandemic up to break even.
- The YBRP covers eligible fixed costs to up to break-even, or up to the YBRP program maximum.
- YBRP costs are not included in the TRRP budget.

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

- (See also HOT 2. Tourism Relief Funds)
- The Tourism Non-Accommodation Sector Supplement program is intended to help ensure visitor-dependent businesses survive the impacts of the pandemic.
- The program is a supplement to the Northern Business Relief Fund (CanNor) and the Yukon Business Relief Program (YG).
- Yukon tourism operators and food and beverage businesses that rely on visitors for at least 60 per cent of their revenues and have maximized their eligibility in the Yukon Business Relief Program are eligible for up to \$60K to the point of break-even.
- 94 Yukon tourism businesses have submitted 140 applications under these two programs since program inception last year. These applications have resulted in funding agreements totaling \$4.1M.

**Tourism Accommodation Sector Supplement (TASS)**

- (See also HOT 2. Tourism Relief Funds)
- The Tourism Accommodations Sector Supplement program is intended to help ensure accommodation businesses survive the impacts of the pandemic.
- The program is a supplement to the Northern Business Relief Fund (CanNor) and the Yukon Business Relief Program (YG).
- Yukon accommodation businesses who have maximized their eligibility in the YBRP are eligible for up to \$400 per room each month to the point of break-even.
- 94 Yukon tourism businesses have submitted 140 applications under these two programs since program inception last year. These applications have resulted in funding agreements totaling \$4.1M.

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**Tourism Cooperative Marketing Fund (TCMF)**

- (See also T14. Tourism Cooperative Marketing Fund)
- To position the tourism industry for recovery as pandemic restrictions are lifted, the guidelines for TCMF were modified and the fund was enhanced to support the continued marketing efforts of Yukon's tourism sector.
- Prior to COVID, TCMF was a \$700K fund which required 50% equity from applicants.
- In 2020/21, TCMF was increased by \$1M to \$1.7M and the requirement for businesses to provide 50% equity was waived. 200 Yukon tourism businesses received funding through TCMF in 2020/21, totaling \$1.6M.
- In 2021/22, TCMF increased by \$300K to \$1M and the requirement for businesses to provide 50% equity was reduced to 20%.
- As of November 1, 121 applications have been approved in support for print, digital, and travel-based marketing projects. The fund is now fully subscribed.

**ELEVATE Tourism Program**

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

**COVID's Impact on Tourism**

- Canada's tourism GDP is projected to drop 2 times more than the national economy. More than 1 million tourism jobs were affected by the travel restrictions enacted by Canada in response to the pandemic.
- Compared to 2019, in 2020:
  - International border crossings into Yukon – down 94%
  - Air arrivals at YXY – down 78%

**Session Briefing Note****Fall 2021****Tourism – COVID Response**Tourism and Culture

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- Occupancy at select fixed roof accommodations – down 27.5 percentage points
- The first six months (January to June) of 2021 are showing early signals of recovery:
  - International overnight visitation is up 43% compared to the same time last year.
  - Air arrivals at Erik Nielsen Whitehorse International Airport are up 317% over the same time last year.
  - Occupancy at select fixed roof accommodations in Yukon were 1.3 points higher than the national average.
  - Retail sales continued to climb to new historic levels. For the first six months of the year, retail sales totaled \$450.6 million more than double the 5-year average for the same period.
- The most recent outlook from the Canadian Tourism Research Institute forecasts that overnight tourism visitation will return to pre-pandemic levels in the Yukon in 2023; two years sooner than was forecasted by Destination Canada nationally.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****HOT 6****Session Briefing Note****Fall 2021****Culture COVID-19 Response**Tourism and Culture

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**Recommended response:**

- The cultural sector, which is a significant contributor to the socio-economic life of Yukoners, has been hit particularly hard by the impacts of the pandemic.
- Many events and festivals in the territory were cancelled in 2020 and notably scaled back in 2021 due to COVID-19 restrictions, which significantly limited opportunities for the creative sector to earn their income.
- Yukon government continues to support the culture sector and create opportunities for it to strengthen to ensure Yukon's unique creative voice and the sector's economic contribution continues.

**Additional response:**

- The impacts of COVID-19 on the cultural sector here in Yukon, across Canada and around the world will be long lasting.
- The pandemic has resulted in some innovative and new ways of creating, performing, and engaging, which we expect to continue as part of a longer-term adaptation.

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

- We periodically receive questions about how the arts and culture sector is faring under the pandemic how the government has supported this sector to date.
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**Background:****Response Actions**

- In 2020, we immediately responded to the needs of the arts community by making an additional \$455,000 (Arts funding \$425,000 + YPAC \$30,000) available for individuals and organizations through our existing suite of funding programs.

**CONFIDENTIAL****HOT 6****Session Briefing Note****Fall 2021****Culture COVID-19 Response****Tourism and Culture**

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- We created the \$300,000 Non-Profit Sector Supplement program through the Tourism Relief and Recovery Plan for organizations under financial pressure resulting from COVID-19. Yukon Historical and Museums Association administered this program which terminated on March 31, 2021.
- We distributed \$473, 531 through the On Yukon Time: Great Yukon Summer edition events fund, which funded 53 events between June and October 2021.
- We have heard positive feedback from arts and culture organizations that Yukon government funding supports have been instrumental in keeping them active and sustained.

**Supported Non-profit organizations (for 2020-21)**

- The department honoured all existing funding agreements for organizations and projects that had been cancelled or postponed as a result of safety measures related to COVID-19.
- The Arts Fund was increased by \$125,000 and the department offered a one-time special intake last April for that amount.

**Monitored Sector Impacts**

- Encouraged the establishment of the Yukon Nonprofit Advisory Council.
- Undertook a survey of Yukon registered non-profit organizations as a government-wide initiative in partnership with Yukon Nonprofit Advisory Council and Volunteer/Bénévoles Yukon Society.
- Monitored sector data from national surveys such as the Canada Council for the Arts and have adapted programs accordingly.

**Provided Support for Individuals (see also MIN1 Funding Programs)**

- The department encouraged innovative ways for artists to continue their practice.
- Increased funding for individual artists through Advanced Artist Award by \$150,000 in 2020-21 and added individuals as eligible applicants to On Yukon Time funding.
- The Touring Artist Fund was temporarily adapted to include performing in Yukon and digital/online performances.
- Increased purchase budget by \$30,000 for 2020-21 intake for Yukon Permanent Art Collection (doubling the regular amount).

**CONFIDENTIAL****HOT 6****Session Briefing Note****Fall 2021****Culture COVID-19 Response**Tourism and Culture

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- Yukon Archives staff are assisting researchers with identifying materials to be reviewed before their visits. In some cases, staff are able to fulfill requests from a distance.

**Impact of Covid on Cultural Sector**

- Pandemic impacts have resulted in closures of facilities and presentation spaces and have affected the livelihood of hundreds of Yukon's creative workers.
- Throughout 2021, there have been small-scale or shorter-run events and performances. While a positive contribution during a challenging time, it is not enough to materially change the situation for the creative sector.
- Yukon's museums, interpretive and First Nations cultural centres have all responded to COVID-19 limitations in various ways, and many optimized the slower time to work on program reviews, digital activity, and other collections maintenance activities.
- As well, the severe reduction in visitors to the territory directly impacts the number of buyers of creative products.

**Response**

- Our cultural institutions are adapting to new ways of engaging the public and sharing stories, and now more than ever, creative expression is an essential part of a healthy Yukon society.
- Continuing to invest in our artists now, and creating more funding opportunities, will help the sector to continue expressing Yukon's unique creative voice to national and international markets once the pandemic is over.
- We have continued to connect with our cultural partners to ensure progress on priority files, including the Yukon Forum Heritage Working Group, the Museums and Cultural Centres Roundtable, and advancing management plans for heritage sites.

**Recovery**

- Yukon's cultural sector will play an important role in the recovery of Yukon's economy and in the restoration of well-being throughout the territory.
- Yukon government continues to work with its cultural partners nationally and federally and is helping to shape Canada's national cultural recovery strategy

**CONFIDENTIAL****HOT 6****Session Briefing Note****Fall 2021****Culture COVID-19 Response**Tourism and Culture

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through its participation at the Federal/Provincial/Territorial Ministers responsible for Culture and Heritage forum.

- The Creative and Cultural Industries Strategy (**HOT4**) will be a significant contributor to recovery initiatives. New funds, easier access, focus on new technologies and marketing will all provide renewal in the sector and support the inevitable transformation of the sector that will result from the pandemic.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL**

**Session Briefing Note**

**Great Yukon Summer**

0024

**HOT 7**

**Fall 2021**

Tourism and Culture

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**Recommended response:**

- The Great Yukon Summer was designed to encourage and inspire Yukoners to explore Yukon and support the world-class cultural and outdoor experiences our territory has to offer. This has helped to keep travel expenditures within the territory, supporting the local economy.
- The program has included three key initiatives:
  - Incentives for Yukoners to travel in Yukon.
  - Marketing support to help Yukon businesses market within Yukon.
  - Funding to support local events in the summer of 2021.
- The rebate program been embraced by industry, with 62 businesses developing over 70 new travel packages. Awareness of Yukon's tourism industry has been raised within Yukon, building on resident support for tourism and creating more Yukon "tourism ambassadors".
- As of November 1, 2021, almost 1900 Yukoners had spent over \$1.3M on Great Yukon Summer tourism packages, with \$330,000 issued in rebate payments. In terms of marketing assistance, \$23,000 has been distributed to 17 tourism businesses.
- Originally \$503,931 was awarded through On Yukon Time: Great Yukon Summer edition to 57 festivals, events and other summer activities across the Yukon which have inspired Yukoners to move about and enjoy their territory. 4 events had to be cancelled. As a result, \$473, 531 has been paid-out or committed as of November 1 in support of 53 events between June and October 2021.

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

- The public will be interested in results of the Great Yukon Summer Campaign.
-



# CONFIDENTIAL

## Session Briefing Note

### Great Yukon Summer

0025  
**HOT 7**  
**Fall 2021**

Tourism and Culture

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#### Background:

##### 1. Great Yukon Summer Yukoner Travel Rebate program

- To encourage Yukoners to vacation in Yukon this summer, a 25 per cent rebate was made available for packaged tourism experiences between June 4 and September 30. Local tourism businesses offered these packages, starting at \$250 per person. Eligible packages, as well as flights and air travel within the territory, were made available online on June 4.
- Yukoners paid the full package price up front, but could apply for a rebate after their trip. The original application deadline was October 31.
- As of November 1, 2021:
  - 171 packages had been listed by 62 Yukon tourism businesses;
  - More than 785 applications had been submitted for rebates totaling \$330,000; and
  - Almost 1900 Yukoners spent over \$1.3M with Yukon businesses using the Great Yukon Summer Initiative
- As of November 1, 2021, the Yukon Chamber of Commerce has received \$48,096 in administration fees. The administration fees are 12% of the rebates issued as well as any third party costs incurred.
- The GYS program is now approved to continue to March 31, 2022, branded as the Great Yukon Summer Freeze.

##### 2. Campaign development program for Yukon businesses

- All Yukon tourism businesses who offered a Great Yukon Summer package were eligible to receive up to \$2,000 towards advertising to promote their package.
- As of November 1, 2021, 17 Yukon tourism businesses have accessed \$23,000 to promote their GYS packages.

##### 3. On Yukon Time: Great Yukon Summer Edition

- A total of \$503,931 in new funding supported 57 festivals, events and other summer activities across the territory to entertain Yukoners. The funding was distributed through two channels:

**CONFIDENTIAL****HOT 7****Session Briefing Note****Fall 2021****Great Yukon Summer**Tourism and Culture

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- \$141,446 was committed to 23 organizers of events already receiving funding, either through the Arts Fund or the Arts Operating Fund, to help amplify and increase the reach of these events.
- \$362,485 was committed to 34 groups for public events not already funded through other Arts funding programs. Awards of up to \$15,000 were available for non-profit societies, industry and community associations, First Nations and municipal governments, Yukon businesses and collectives.
- Events eligible for funding took place between June 21 and October 31, 2021.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**Session Briefing Note****Fall 2021****Tourism Industry Labour Needs**Tourism and Culture

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**Recommended response:**

- We recognize there is a labour shortage in the Yukon impacting the tourism sector and are working with local and national partners to identify solutions and a path forward.
- Advanced Education's Staffing UP program offers funding to Yukon employers to aid in recruiting, training and retaining staff.
- In response to COVID-19, Staffing UP has expanded to include a wage subsidy option to help employers hire new workers to address emerging government priorities.

**Additional response:**

- Recruiting, training and retaining staff across all tourism sectors were a perennial challenge prior to COVID-19, and were identified as a priority action plan in the Yukon Tourism Development Strategy.
- Labour shortages are a complex problem caused by a complex array of factors. We are committed to working with industry, the Yukon Tourism Industry Advisory Board, and other Yukon government departments to find sustainable solutions.

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

- Despite their best efforts, many employers in the tourism sector were not able to retain their staff and are facing difficulty rebuilding as pandemic restrictions lift.
  - Industry will want to know that Yukon government is aware of the shortage of labour in the tourism sector, and that it has a program that can help.
- 

**Background:**

- In 2019, the tourism sector accounted for 2,360 jobs in Yukon, which is up 4.2% from 2018, representing the fourth-highest growth rate in Canada.

**CONFIDENTIAL****HOT 8****Session Briefing Note****Fall 2021****Tourism Industry Labour Needs**Tourism and Culture

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

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**Session Briefing Note****Fall 2021****Canadian Border Crossings**Tourism and Culture

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**Recommended response:**

- The Canadian Border Services Agency (CBSA) facilitates the flow of travellers and trade. The agency enforces more than 90 acts and regulations, including the Quarantine Act, designed to protect Canadians.
- We will continue working with the federal government to ensure border crossing processes, especially at the Fraser port of entry, are safe, efficient and lawful.
- The tourism sector is an important part of Yukon's economy and is the largest private sector employer. We are working to support the tourism sector while also focusing on need to keep Yukoners safe and healthy.

**Additional response:**

- With COVID-19 borders measures, it is anticipated that there will be delays and issues with traveller documentation when the buses, trains, and visitor vehicle traffic resume in the summer months.
- There is also the issue of direct international air traffic into Canada. Currently, only 10 Canadian airports are approved to receive international flights, and this list does not include Whitehorse or Dawson. This a matter to address for the 2022 tourism season.
- Yukon Government will co-chair a 'Working Group' with CBSA and representatives from a variety of stakeholder groups, including representatives from Alaska and the Cruise Industry to discuss issues and identify solutions. We will also engage with the appropriate federal ministers and departments to discuss and resolve border issues.

**Session Briefing Note****Fall 2021****Canadian Border Crossings**Tourism and Culture

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

- Yukon's tourism sector relies significantly on international visitors arriving by land and air and crossing through Alaskan ports of entry and our airports in Whitehorse and Dawson.
  - Tourism stakeholders and organizations across Canada are calling on the federal government to rescind the COVID-19 test requirement at the border. This requirement will further compound issues already experienced at the Fraser border.
- 

**Background:**

- As of October 29, 2021, to enter Canada, regardless of port, travellers 5 years of age and older need to:
  - Provide documentation that they have had approved COVID vaccinations (Pfizer-BioNTech, Moderna, AstraZeneca/COVISHIELD or Janssen/Johnson & Johnson);
  - Negative approved (molecular) COVID test results taken within 72 hours of planned entry to Canada;
  - Complete and accurate data in the ArriveCAN app; and
  - Standard travel documentation (i.e. passport).

**Fraser Port of Entry:**

- Pre-pandemic data shows that approximately 370,000 people crossed into Canada at the Fraser port of entry, with nearly three quarters arriving by bus or train. No other border crossing in Canada has this proportion of international group travellers arriving by bus or train.
- During the pandemic, Fraser saw significant renovations to the land port of entry; however, the port does not have cell service and offers limited internet connectivity.
- The changes to traffic flow will allow Canada Border Services Agents (CBSA) to process travellers more efficiently; however, the enforcement of the Quarantine Act and the related Orders in Council have increased the average processing time from 60-90 seconds to approximately five minutes, which is anticipated to cause significant delays next summer, specifically at Fraser.

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Tourism and Culture

- Representatives at Yukon's CBSA office have indicated that they are interested in working with the private sector and/or the Government of Yukon to identify a coordinated approach to processing travellers safely and lawfully, but they require authorization from the federal government.

**Airports:**

- International air arrivals to Canada are limited to:
  - Montréal-Trudeau International Airport;
  - Toronto Pearson International Airport;
  - Calgary International Airport;
  - Vancouver International Airport;
  - Halifax Stanfield International Airport;
  - Québec City Jean Lesage International Airport;
  - Ottawa Macdonald–Cartier International Airport;
  - Winnipeg James Armstrong Richardson International Airport; and
  - Edmonton International Airport.
- Locally, there is a desire to see international air arrivals at the Dawson City Airport and Erik Nielsen Whitehorse International Airport by May 2022.
- The process for requesting the change in status at the Yukon airports is unknown.
- Condor and Holland America are currently selling seats/tickets for the 2022 summer season in anticipation of the re-opening of Yukon's international airports.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

October 29, 2021

**CONFIDENTIAL****DPT 1****Session Briefing Note****Fall 2021****Mandate letter commitments** Tourism and Culture

## Recommended response

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

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

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

**Background:**

- Progress on the eight mandate letter commitments includes the following:
  1. Implementing The Great Yukon Summer campaign throughout the summer of 2021 to ensure that Yukoners can explore our beautiful territory, and support tourism operators to recover from the COVID-19 pandemic.
    - **Status updates:**
    - Great Yukon Summer - Travel Rebate Program
      - 171 packages listed from 62 Yukon tourism businesses
      - 785 applications received for rebates totalling \$329,088
      - 1895 Yukoner's spent \$1.3M with Yukon businesses
      - Admin fees paid to Yukon Chamber of Commerce total \$48,096
    - Great Yukon Summer Freeze - Travel Rebate Program
      - To date, 16 packages listed from 10 tourism businesses
    - Campaign Development Fund
      - 17 applications received totaling \$22,985
    - On Yukon Time: Great Yukon Summer Edition
      - \$473,531 spent or committed on 53 events. Events took place between June 21 and October 31, 2021.
      - Two funding channels:
        - \$131,846 was committed through Arts Fund or Arts Operating Fund to 21 organizers to amplify and increase the reach of previously planned events
        - \$341,685 was committed to 32 groups for events not already funded through arts funding programs.



**CONFIDENTIAL****DPT 1****Session Briefing Note****Fall 2021****Mandate letter commitments**    Tourism and Culture

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- The remaining element, 'Support for the Mountain Music Festival with MacBride Museum', is still at a conceptual phase and requires further research and analysis. [see HOT7 – Great Yukon Summer]
- 2. Continuing to implement the Yukon Tourism Development Strategy including working with the Yukon Tourism Advisory Board, developing Indigenous tourism and supporting sustainable tourism.
  - **Status update:** Implementation is underway and we have been working closely with YTAB and our partners to implement the Tourism Relief and Recovery Plan while advancing the vision, goals and priorities outlined in the strategy. [see T5 - Yukon Tourism Development Strategy]
- 3. Releasing and implementing the Creative and Cultural Industries Strategy.
  - **Status update:** A draft strategy has been completed and is in the final stages of the approval process.
  - This government is committed to approving and releasing the final strategy - entitled Creative Potential: Advancing Yukon's Creative Economy – in 2021. [see HOT4- Creative and Cultural Industries Strategy]
- 4. Supporting industry adoption of the World Travel and Tourism Safe Travel protocols.
  - **Status update:** The department is working with TIAY to support industry adoption of the World Travel and Tourism Safe Travel protocols initiative. To date over 55 businesses have signed up. [see HOT1- Tourism Relief and Recovery Plan]
- 5. Working with local stakeholders to plan the creation of recreational infrastructure such as trails for both motorized and non-motorized vehicles. This will be led by the Department of Energy Mines and Resources with support from the departments of Tourism and Culture and Environment.
  - **Status update:** The department is prepared to work with EMR and assist with input from our partners.

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6. Continuing to work closely with Yukon First Nations governments, municipalities and communities to support the research, preservation, interpretation and assessment of our historic places.
  - **Status update:** As part of the Yukon Forum process, the Heritage Working Group (YG/Yukon First Nations) has completed a work plan for approval which will advance the management of Yukon's heritage and historic resources. [see C7- Heritage Working Group – Yukon Forum]
  - Work with First Nations, municipalities and community partners continues to advance projects such as the preservation and interpretation of historic sites, Ice Patch research and palaeontological discoveries in the Klondike goldfields.
  
7. Continuing to work to establish a heritage resource centre for the conservation and protection of Yukon's archaeological, paleontological and cultural artifacts.
  - **Status update:** Tourism and Culture has been working closely with Highways and Public Works to develop a functional plan for a combined arts and heritage resources collections facility.
  - An initial capital development amount of \$25 million over five years has been identified for the design and construction of this new facility.
  - Next steps are confirming a location completing business plan, and confirming Class D estimates.[see C8- 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.
  - **Status update:** Tourism and Culture has been working closely with Economic Development on the development of the Creative and Cultural Industries Strategy and will continue to support actions aimed at growing Yukon's film industry. [see HOT4- Creative and Cultural Industries Strategy]

**CONFIDENTIAL****DPT 1****Session Briefing Note****Fall 2021****Mandate letter commitments** Tourism and Culture

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**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****DPT 2****Session Briefing Note****Fall 2021****Budget 2021-22 Supp #1**Tourism and Culture

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**Recommended response:**

- For 2021-22, the Department of Tourism and Culture Main Estimates were \$39.2M, as tabled in Spring 2021. We have identified a supplementary budget of **\$43.2M**, an increase of **\$4M**.
- Of the total \$43.2M budget for Tourism and Culture, our supplementary budget includes **\$40.1M** for Operation and Maintenance. This reflects a \$4M increase to support the extension of our Tourism Relief and Recovery Plan funding for Tourism Accommodation (TASS) and Non-Accommodation Sector (TNASS) supports in response to the COVID-19 pandemic.
- The capital budget remains at \$3.1M, as identified in the 2021-22 Main Estimates. This is an increase of \$451,000 over the previous year's budget.

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

- In anticipation of budget debate, There will be interest in and questions on how department request is allocated.
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**Background:****Supplementary Budget:**

- The only adjustment at this time is to accommodate the TASS/TNASS extension to March 31, 2022. Any reallocation to our budget in other areas (including budget transfers) will take place during the supplementary #2 estimates as required.

**CONFIDENTIAL****DPT 2****Session Briefing Note****Fall 2021****Budget 2021-22 Supp #1**

Tourism and Culture

Supplementary Operation &amp; Maintenance Budget overview

| Department of<br>Tourism & Culture  | Operation & Maintenance<br>(in \$000's) |                            |                            |
|---|---|----------------------------|----------------------------|
|   | 2021-22<br>Voted to<br>date             | Supple-<br>mentary<br>No.1 | 2021-22<br>Revised<br>Vote |
| <b>COVID-19 Response</b>  | <b>6,475</b>                            | <b>3,985</b>               | <b>10,460</b>              |
| Tourism Accommodation Sector<br>Supplement and Tourism Non-<br>Accommodation Sector<br>Supplement | -                                       | 3,985                      | 3,985                      |
| <b>Corporate Services</b>   | <b>2,772</b>                            |                            | <b>2,772</b>               |
|   | -                                       |                            | -                          |
| <b>Cultural Services Branch</b>   | <b>13,948</b>                           |                            | <b>13,948</b>              |
|   |   |                            |                            |
| <b>Tourism Branch</b>   | <b>12,889</b>                           |                            | <b>12,889</b>              |
|   | -                                       |                            | -                          |
| <b>Total</b>  | <b>36,084</b>                           | <b>3,985</b>               | <b>40,069</b>              |

**CONFIDENTIAL****DPT 2****Session Briefing Note****Fall 2021****Budget 2021-22 Supp #1**

Tourism and Culture

| Department of<br>Tourism & Culture | Operation &<br>Maintenance (in \$k) |                      | 2020-21<br>Estimates | 2019-20<br>Actuals | FTEs          |               |
|------------------------------------|-------------------------------------|----------------------|----------------------|--------------------|---------------|---------------|
|                                    | 2021-22<br>Supp<br>Estimates        | 2021-22<br>Estimates |                      |                    | 2021-22       | 2020-21       |
| <b>COVID-19 Response</b>           | <b>10,460</b>                       | <b>6,475</b>         | -                    | -                  | -             | -             |
| Tourism Relief and Recovery Plan   | 10,460                              | 6,475                | -                    | -                  | -             | -             |
| <b>Corporate Services</b>          | <b>2,772</b>                        | <b>2,772</b>         | <b>2,585</b>         | <b>2,434</b>       | <b>20.17</b>  | <b>18.51</b>  |
| Deputy Minister's Office           | 542                                 | 542                  | 600                  | 502                | 2.15          | 2.15          |
| Policy & Communications            | 928                                 | 928                  | 789                  | 853                | 7.00          | 6.00          |
| Directorate                        | 218                                 | 218                  | 228                  | 160                | 2.00          | 2.00          |
| Human Resources                    | 338                                 | 338                  | 251                  | 294                | 2.42          | 2.00          |
| Finance & Administration           | 470                                 | 470                  | 448                  | 439                | 4.00          | 4.00          |
| Information Management             | 276                                 | 276                  | 269                  | 186                | 2.60          | 2.36          |
| <b>Cultural Services Branch</b>    | <b>13,948</b>                       | <b>13,948</b>        | <b>13,527</b>        | <b>13,198</b>      | <b>50.33</b>  | <b>50.37</b>  |
| Directorate                        | 784                                 | 784                  | 329                  | 528                | 2.00          | 2.00          |
| Historic Sites                     | 2,037                               | 2,037                | 2,078                | 1,954              | 9.26          | 10.06         |
| Arts                               | 4,627                               | 4,627                | 4,624                | 4,571              | 5.30          | 5.30          |
| Archives                           | 1,775                               | 1,775                | 1,788                | 1,672              | 15.30         | 15.30         |
| Museums                            | 2,805                               | 2,805                | 2,825                | 2,662              | 5.00          | 5.00          |
| Yukon Beringia Interpretive Centre | 656                                 | 656                  | 615                  | 556                | 5.89          | 5.13          |
| Heritage Resources                 | 1,264                               | 1,264                | 1,268                | 1,255              | 7.58          | 7.58          |
| <b>Tourism Branch</b>              | <b>12,889</b>                       | <b>12,889</b>        | <b>12,604</b>        | <b>12,854</b>      | <b>39.17</b>  | <b>39.81</b>  |
| Directorate                        | 814                                 | 814                  | 948                  | 1,036              | 2.00          | 4.00          |
| Marketing Operations               | 7,759                               | 7,759                | 7,686                | 7,871              | 10.50         | 10.00         |
| Visitor Services                   | 2,191                               | 2,191                | 2,218                | 2,331              | 19.67         | 20.81         |
| Industry Services                  | 2,125                               | 2,125                | 1,752                | 1,616              | 7.00          | 5.00          |
| <b>Total</b>                       | <b>40,069</b>                       | <b>36,084</b>        | <b>28,716</b>        | <b>28,486</b>      | <b>109.67</b> | <b>108.69</b> |

**Approved by:**


Deputy Minister, Tourism and Culture

September 22, 2021

# TOURISM AND CULTURE

2021-22 Supplementary Estimates No. 1



**VOTE 54**  
**DEPARTMENT OF TOURISM AND CULTURE**

**MINISTER**

Hon. R. Pillai

**DEPUTY MINISTER**

J. Ferbey

To support, protect, promote, and enhance Yukon's tourism, culture, heritage, and arts sectors for the benefit of Yukoners and visitors.

| <b>SUMMARY (\$000s)</b>                         | <b>2021-22<br/>VOTED<br/>TO DATE</b> | <b>SUPPLE-<br/>MENTARY<br/>NO. 1</b> | <b>2021-22<br/>REVISED<br/>VOTE</b> |
|---|--------------------------------------|--------------------------------------|-------------------------------------|
| <b>Supplementary Amounts to be Appropriated</b> |                                      |                                      |                                     |
| Operation and Maintenance (Vote 54-1)           | 36,084                               | 3,985                                | 40,069                              |
| Capital (Vote 54-2)                             | 3,080                                | 0                                    | 3,080                               |
| <b>Total Appropriations</b>                     | <b>39,164</b>                        | <b>3,985</b>                         | <b>43,149</b>                       |



**VOTE 54**  
**DEPARTMENT OF TOURISM AND CULTURE**

**Summary**

**Operation and Maintenance Expenditures**

**The Department has requested a net increase of \$3,985,000 in O & M funding.**

- \$3,985,000 for the extension of the Tourism Accommodation Support(TASS) and Tourism Non-accommodation Support (TNASS) programs.

**Capital Expenditures**

**There is no change in the Capital budget.**

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# **TOURISM AND CULTURE**

## **2021-22 Supplementary Estimates No. 1**

**Operation and Maintenance Expenditures  
and  
Capital Expenditures**

**TOURISM AND CULTURE**

|                         | 2021-22<br>VOTED<br>TO DATE | SUPPLE-<br>MENTARY<br>NO. 1 | 2021-22<br>REVISED<br>VOTE |
|-------------------------|-----------------------------|-----------------------------|----------------------------|
| <b>DETAILS (\$000s)</b> |                             |                             |                            |

**OPERATION AND MAINTENANCE EXPENDITURES**

|                           |        |              |        |
|---------------------------|--------|--------------|--------|
| <b>COVID-19 RESPONSE</b>  | 6,475  | <b>3,985</b> | 10,460 |
| <b>CORPORATE SERVICES</b> | 2,772  | <b>0</b>     | 2,772  |
| <b>CULTURAL SERVICES</b>  | 13,948 | <b>0</b>     | 13,948 |
| <b>TOURISM</b>            | 12,889 | <b>0</b>     | 12,889 |

|                                   |        |              |        |
|-----------------------------------|--------|--------------|--------|
| <b>TOTAL O&amp;M EXPENDITURES</b> | 36,084 | <b>3,985</b> | 40,069 |
|-----------------------------------|--------|--------------|--------|

**CAPITAL EXPENDITURES**

|                               |       |          |       |
|-------------------------------|-------|----------|-------|
| <b>Total of Other Capital</b> | 3,080 | <b>0</b> | 3,080 |
|-------------------------------|-------|----------|-------|

|                                  |       |          |       |
|----------------------------------|-------|----------|-------|
| <b>Total Capital (Vote 54-2)</b> | 3,080 | <b>0</b> | 3,080 |
|----------------------------------|-------|----------|-------|

|                             |               |              |               |
|-----------------------------|---------------|--------------|---------------|
| <b>Total Appropriations</b> | <b>39,164</b> | <b>3,985</b> | <b>43,149</b> |
|-----------------------------|---------------|--------------|---------------|

**OPERATION AND MAINTENANCE EXPENDITURES****(000's)****COVID-19 RESPONSE****Increase the Tourism Relief and Recover plan**

- \$3,985,000 for the extension of Tourism Accomodation Support (TASS) and Tourism Non-accomodation Support (TNASS) programs.

3,985

|   |              |
|---|--------------|
| <b>Total change - COVID-19 Response</b> | <b>3,985</b> |
|---|--------------|

**CORPORATE SERVICES**

There are no changes to Corporate Services

|  |          |
|--|----------|
| <b>Total change - Corporate Services</b> | <b>0</b> |
|--|----------|

**CULTURAL SERVICES**

There are no changes to Cultural Services

|   |          |
|---|----------|
|   | 0        |
| <b>Total change - Cultural Services</b> | <b>0</b> |

**TOURISM**

There are no changes to Tourism

|                               |          |
|-------------------------------|----------|
| <b>Total change - Tourism</b> | <b>0</b> |
|-------------------------------|----------|

**TOURISM AND CULTURE**

|                         | 2021-22<br>VOTED<br>TO DATE | SUPPLE-<br>MENTARY<br>NO. 1 | 2021-22<br>REVISED<br>VOTE |
|-------------------------|-----------------------------|-----------------------------|----------------------------|
| <b>DETAILS (\$000s)</b> |                             |                             |                            |

**OPERATION AND MAINTENANCE REVENUES**

|                               |            |          |            |
|-------------------------------|------------|----------|------------|
| CORPORATE SERVICES            | 0          | 0        | 0          |
| CULTURAL SERVICES             | 86         | 0        | 86         |
| TOURISM                       | 75         | 0        | 75         |
| <b>Total O&amp;M Revenues</b> | <b>161</b> | <b>0</b> | <b>161</b> |

**THIRD PARTY RECOVERIES****OPERATON AND MAINTENANCE**

|                                     |            |          |            |
|-------------------------------------|------------|----------|------------|
| CULTURAL SERVICES                   | 0          | 0        | 0          |
| Yukon Lotteries Commission          | 467        | 0        | 467        |
| <b>Total Third Party Recoveries</b> | <b>467</b> | <b>0</b> | <b>467</b> |

|                             |            |          |            |
|-----------------------------|------------|----------|------------|
| <b>Total Appropriations</b> | <b>628</b> | <b>0</b> | <b>628</b> |
|-----------------------------|------------|----------|------------|

**OPERATION AND MAINTENANCE REVENUES**

**(000's)**

There are no changes at this time

**Total Revenues                      0**

**O&M RECOVERIES FROM CANADA**

There are no changes at this time

**Total Recoveries                      0**

**CONFIDENTIAL****T 01****Session Briefing Note****Fall 2021****Tourism**Tourism and Culture

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**Recommended response:**

- Tourism provides Yukon with sustainable, diversified growth that balances economic development with environmental, community and cultural values.
  - The *Yukon Tourism Development Strategy: Sustainable Tourism. Our Path. Our Future 2018-2028* lays out a 10-year vision for Yukon to be a vibrant, sustainable component of Yukon's economy and society for the benefit of future generations.
  - The strategy has been a valuable resource in our toolkit for addressing the challenges of COVID-19, including having the Yukon Tourism Advisory Board available to advise on tourism sector priorities throughout the pandemic.
- 

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

- There will be interest in how the tourism industry is doing given how it has been impacted by the pandemic.
- 

**Background:****Key facts**

- 2019 represented the third straight year of record performance for Yukon's tourism sector before the COVID-19 pandemic hit.
  - In 2020, visitation was severely impacted by the pandemic.
    - International border crossings into Yukon were down 94% from 2019.
    - Air Arrivals at Erik Nielsen Whitehorse International Airport fell 78%.
    - Occupancy at select fixed roof accommodations was 27.5 points lower.
  - The first six months of 2021 are showing early signals of recovery. International visitation and air arrivals are increasing, though they are still well below the average for the past 5 years.
-



**CONFIDENTIAL****T 01****Session Briefing Note****Fall 2021****Tourism**Tourism and Culture

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- However, retail sales continue to climb to new historic levels. For the first six months of the year, retail sales totaled \$450.6 million; more than double the average retail sales over the last 5 years.
- Looking at broader, overall trends, the Visitor Exit Survey showed 491,300 people visited Yukon in 2017-18. The majority of visitors were from the United States (62%), other Canadian jurisdictions (28%) and overseas markets (10%).
- Winter visitation has grown by 43% and summer has grown by 21% over the past 5 years.

**Outlook for 2021**

- The most recent outlook from the Canadian Tourism Research Institute (fall 2021) forecasts that overnight tourism visitation will return to pre-pandemic levels in Yukon by 2023; two years sooner than the Canadian tourism sector overall.
- Global Tourism Watch results (May 2021) reveal that Canadians are eager to travel again (63%) and have accumulated significant savings during the pandemic (53%) and will prioritize travel in 2021, or as soon as restrictions allow (55%).

**Yukon Business Survey results**

- In the latest Yukon Business Survey, Yukon businesses attributed \$368 million of their gross revenue in 2018 to tourism, a 37% (\$105 million) higher than 2016.
- Recently released data from Statistics Canada indicates that Yukon's GDP attributable to tourism was 3.6% in 2017. This is the highest in Canada, the first time ever Yukon has led the country, surpassing second place PEI.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****T 2****Session Briefing Note****Fall 2021****Industry Services**Tourism and Culture

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**Recommended response:**

- The Industry Services Unit (ISU) of the Tourism Branch supports sustainable tourism development by collaborating with industry and communities, supporting business capacity development, conducting research, providing funding supports and representing the sector in land and resource planning.
- Additional supports were provided in 2020 and 2021 to address challenges faced by the tourism sector due to COVID-19, including the implementation of the Tourism Accommodation Sector Supplement and the Tourism Non-Accommodation Sector Supplement.

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

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

**Background:****Funding: (see MIN1 Funding Programs and T14 TCMF)**

- ISU administers:
  - the Tourism Cooperative Marketing Fund;
  - the Product Development Partnership Program;
  - the Tourism Accommodations Sector Supplement; and
  - the Tourism Non-Accommodation Sector Supplement.
- The unit also provides annual funding to the Tourism Industry Association of the Yukon (TIAY).
- As a result of COVID-19, the unit provides funding to deliver the Yukon ELEVATE tourism program; the Great Yukon Summer Yukoner Rebate Program and the Great Yukon Summer Campaign Development Program.

**CONFIDENTIAL****T 2****Session Briefing Note****Fall 2021****Industry Services**Tourism and Culture

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**Business development:**

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

**Tourism and planning:**

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

**Research and performance reporting:**

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

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****T 3****Session Briefing Note****Fall 2021****Marketing**Tourism and Culture

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**Recommended response:**

- The goal of the Marketing Unit in the Tourism Branch 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.
- We are committed to supporting the tourism sector as we work together to adapt to the realities of the pandemic through the implementation of the Tourism Relief and Recovery Plan (TRRP) with an investment of \$15M over three years.

**Additional response:**

- The department invests approximately \$6.9 million annually to market Yukon as a year-round tourism destination.
- Tourism Yukon actively markets in 10 countries around the world:
  - Primary markets: Canada, USA, and German-speaking Europe
  - Secondary markets: Australia, UK, and Japan
  - Emerging markets: China and the Netherlands
  - Monitor markets: Mexico, South Korea

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

- With overnight visitation to the Yukon dropping by 97% during the pandemic, Yukon tourism businesses want assurance that Tourism Yukon is working to restore and support domestic and international visitation.
- 

**Background:**

- The Marketing Unit is responsible for the implementation of Action Plan 4.1 of the Yukon Tourism Development Strategy i.e. Promote the Yukon as a year-round tourism destination by highlighting the unique assets that differentiate Yukon

**CONFIDENTIAL****T 3****Session Briefing Note****Fall 2021****Marketing****Tourism and Culture**

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destination from other destinations and maximizing the available capacity in the shoulder and winter seasons.

- Pre-pandemic, international tourism accounted for 70 per cent of the Yukon's visitation volume and 90 per cent of visitor spending. It is not expected to return to these levels until at least 2023 (for domestic and longer for international markets).
- Given the restrictions on travel as a result of the pandemic, Tourism Yukon re-profiled some of its budget in 2020-21 to support in-Yukon and BC marketing programs, while maintaining ongoing investments in international target markets.
  - \$100,000 to the 'Explore Your Yukon' campaign designed to encourage Yukoners to travel to communities throughout the Yukon.
  - \$225,000 to the BC campaign.
- Domestic campaigns and international marketing programming in promotion of the 2022 season is well underway. The Destination Yukon winter campaign is scheduled to commence on Oct. 15, 2021.
- "The Art Show of Winter" video, produced under our content program, by Yukon artist, Meghan Jensen, and Yukon-based production company TSU North, has resulted in significant awareness for the Yukon in our target markets in travel publications such as Vacay.ca. It won a Gold and Silver award from Strategy Magazine's annual marketing awards.
- Visitation levels for domestic markets are anticipated to return to near pre-pandemic levels in 2023, however, as a result of supply-chain issues and other challenges, housing costs and ongoing COVID variants, full return to overall markets could take until 2026 based on surveys and research estimates from Destination Canada.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 23, 2021

**CONFIDENTIAL****T 4****Session Briefing Note****Fall 2021****Visitor Information Centres**Tourism & Culture

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**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 Yukon.
  - For summer 2021, all six visitor information centres, located at highway and air entry points throughout the Yukon, were open from May 1 - September 30.
  - The staff complement is hired locally in each community to provide visitors and locals with relevant travel, road and emergency information.
- 

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

- With the impact of the COVID-19 pandemic there may be questions about VIC operation and the risks and safety concerns around encouraging visitation.
- 

**Background:**

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

**COVID-19 Impact**

- Only 15,850 visitors registered at Yukon VICs around the territory in summer of 2020. (Note-Numbers from Watson Lake are not available.)
  - To date, for summer of 2021, there were 28,569 visitors registered at Yukon VICs around the territory.
  - For comparison, in the summer of 2018, almost 400,000 visitors registered at Yukon's VICs.
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**CONFIDENTIAL****T 4****Session Briefing Note****Fall 2021****Visitor Information Centres**Tourism & Culture

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**Hours of operation**

- The Whitehorse VIC operates year-round and has extended holiday hours to match the winter tour operations of our tourism partners. The remainder of the centres are open seasonally (May to September).
- For the 2021 summer season, visitor centres were in operation from May 1 to Sept 30, from 8:00am to 8:00pm daily.

**Partnerships**

- The VIC in Haines Junction is housed in Champagne-Aishihik First Nation's Da Ku Cultural Center, along with Parks Canada's Kluane National Park Visitor Centre.
- The VIC in Dawson City is shared with the Parks Canada visitor center where we work collaboratively to enhance visitor experience.
- We are at the early planning stages of exploring partnership opportunities with the Liard First Nation for a new, permanent home for the Watson Lake VIC.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****T 5****Session Briefing Note****Fall 2021****Yukon Tourism Development Strategy (YTDS)**

Tourism and Culture

**Recommended response:**

- 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).
- We are supporting implementation of the YTDS with \$625,000 in funding in 2021/22 to advance YTDS action plans.
- Fostering conditions for the recovery of a thriving tourism economy, as guided by the YTDS and the Tourism Relief and Recovery Plan, will help ensure a sustainable and diversified economy in Yukon.

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

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

**Background:**

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

**YTDS Implementation Progress:**

- **Yukon Tourism Advisory Board:** The Yukon Tourism Advisory Board was appointed in March 2020 to advise the Minister of Tourism and Culture on strategic tourism issues affecting the industry as we work in partnership to implement the YTDS. Budget: \$25,000 (21/22) (See T6 - Yukon Tourism Advisory Board)
- **One Government Approach to Tourism Development:** A review of whole-of-government approaches to tourism development resulted in the establishment in Fall 2020 of a Deputy Ministers' Tourism Committee to provide leadership, support and alignment within the government. Budget: \$0 (21/22)



**CONFIDENTIAL****T 5****Session Briefing Note****Fall 2021****Yukon Tourism Development Strategy (YTDS)**

Tourism and Culture

- **Indigenous Tourism Development:** Signed a Memorandum of Understanding with the Indigenous Tourism Association of Canada and the Yukon First Nations Culture and Tourism Association (YFNCT) in 2018 to create opportunities to grow Indigenous tourism. We have put in place an annual transfer to YFNCT to support work toward this objective. Budget: \$300,000 (21/22).
- **Experience Development:** We are working with key partners to develop action plans to advance sport, culinary tourism and cultural tourism. Budget: \$200,000 (21/22)
- **Sustainable Tourism Measurement Framework:**
  - We are on track to establishing a framework that measures the sustainability of tourism development by the end of 2021.
  - The framework will enable the tourism sector to enhance the positive benefits from tourism while safeguarding communities and the environment from negative impacts. Annual framework reports will replace year-end indicator reports. Budget: \$100,000 (including one term position for 21/22)
- **Resident Support for Tourism:** We are conducting the second Resident Perceptions of Tourism survey to ensure Yukoners continue to have a positive attitude about tourism. Budget: \$19,900 (21/22)
- **Economic impact of tourism:** We are partnering with the Yukon Bureau of Statistics to conduct the 2021 Yukon Business Survey to continue to measure and monitor the economic impact of tourism in Yukon. Budget: \$10,610 (21/22) (See T10 – Yukon Business Survey)
- **Signage:** A process is underway with Yukon First Nations and the Yukon Heritage Resources Board to explore the concept of “Welcome Installations” to welcome tourists in a way that reflects unique regional identities and community priorities. (See T7- Welcome to Yukon Signage).

**Approved by:**


Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****T 6****Session Briefing Note****Fall 2021****Yukon Tourism Advisory Board -  
YTDS**Tourism and Culture

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**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.
- Board members are recruited through the Yukon government's boards and committees process and appointed to represent a range of stakeholders and perspectives, including tourism businesses, First Nations, communities, Francophonie, youth and the cultural/heritage sector.

**Additional response:**

- YTAB has been instrumental in advising on ways to mitigate the impacts of COVID-19 on the tourism industry.
- To date, YTAB has had 12 meetings and provided 39 recommendations to government to help mitigate the impacts of COVID-19 on the Yukon's tourism sector and to help prepare it for recovery.

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

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

**Background:**

- One of the seven priority action items in the Yukon Tourism Development Strategy (YTDS) was to "Establish a task force to recommend a governance model for tourism".
- In March 2019, a seven-member Task Force was appointed.
- The Task Force submitted its final report on governance models in September 2019. Its key recommendations were:
  - Yukon's tourism destination management function should remain as a line department within the Yukon government;

**CONFIDENTIAL****T 6****Session Briefing Note****Fall 2021****Yukon Tourism Advisory Board - YTDS**

Tourism and Culture

- an Advisory Board of tourism industry stakeholders and partners should be established to advise the Minister of Tourism and Culture on the implementation of the YTDS.

**Key facts**

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

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**Session Briefing Note****Fall 2021****Welcome to Yukon Signage -YTDS** Tourism and Culture

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**Recommended response:**

- Welcome to Yukon signs located at key entry points are the first tangible indication that people have arrived in the Yukon. The current signs are over 25 years old, and are in need of replacement.
- Replacing the Welcome to Yukon signs will address key recommendations in the Yukon Tourism Development Strategy: improve signage to better support visitor experiences and feature First Nations languages.
- The concept to date includes “Welcome Installations” that would feature welcome messages in each Yukon Indigenous language. These installations would include some interpretive information and be located at some of the Yukon gateways.

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

- Yukoners will be keenly interested in seeing what the new welcome installations look like and will want to know about the process the government followed for developing them

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**Background:**

- Updated Welcome to Yukon Installations will reflect Yukon values, feature First Nations’ languages, and include the updated Yukon logo.
- It is expected that any new Yukon Gateway signs would be placed at major land or air points of entry into the Yukon. Welcome Installations would be installed at border locations with vehicle pullouts that can support a safe visitor experience.
- Welcome to Yukon sign designs were completed. These designs draw conceptually from Yukon’s bird, the raven, which has proven to be problematic to some First Nations.

**CONFIDENTIAL****T 7****Session Briefing Note****Fall 2021****Welcome to Yukon Signage -YTDS**      Tourism and Culture

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- The engagement process for the associated Welcome Installations featuring Indigenous languages and cultural messages also requires further effort, time and collaboration with Yukon First Nations. Once the engagement process is complete and designs have been approved, we will move forward with fabricating and installing a prototype.
- Fabrication and installation for Welcome to Yukon Signs and Welcome Installations at Yukon's key entry points will be planned in phases, beginning in 2022-2023.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****T 8****Session Briefing Note****Fall 2021****Watson Lake VIC****Tourism and Culture**

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**Recommended response:**

- Our Visitor Information Centre in Watson Lake is located in leased space in the town's recreation centre. We value our partnership with the Town of Watson Lake.
  - The Watson Lake Visitor Information Centre had a regular season, May 1st – Sept 30th with an increase in visitors as border restrictions were lifted.
  - We are committed to exploring options with local partners for a permanent new Visitor Information Centre in Watson Lake that will promote Watson Lake as the gateway to the Yukon, while also meeting community needs including economic and cultural objectives.
- 

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

- The Watson Lake VIC is located in leased space and there may be questions on the timeline and details for the construction of a permanent VIC.
- 

**Background:****COVID-19 (See also T4 – Visitor Information Centres)**

- The Watson Lake VIC opened on May 1<sup>st</sup> with a revised Operational plan in the Watson Lake Recreation Centre. The Town of Watson Lake and Liard First Nation were consulted on re-opening plans.

**State of Building**

- The former VIC building in Watson Lake has long been determined to be an aging facility that is too small for its purpose.
  - The building consists of two distinct components: the old Watson Lake liquor store building from 1960 and a major addition from 1982.
  - A water leak in the building in spring of 2019 forced the Yukon government to move the VIC to leased space in the recreation centre.
  - The use of the recreation centre has been a successful arrangement which we plan to continue for the next two or three summer seasons while other options are explored.
-

**CONFIDENTIAL****T 8****Session Briefing Note****Fall 2021****Watson Lake VIC****Tourism and Culture**

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**Engagement with the Community**

- In 2019, a Community Development Team was established for Watson Lake made up of representatives from Community Services, Highways and Public Works, Tourism and Culture, Economic Development, Aboriginal Relations, the Town of Watson Lake, and First Kaska – the Liard First Nation's development corporation.
- Discussions focused on the potential for the Town of Watson Lake and Liard First Nation to cooperatively re-develop the land parcels they own adjacent to the old VIC building and the Signpost Forest.
- These parcels would be an ideal site for a combined facility housing an LFN Cultural Centre and a new Visitor Information Centre. Such a development would strongly align with the Yukon Tourism Development Strategy.
- Tourism and Culture continues to work with LFN on the concept. Planning is still at the early stages but both parties share a vision of moving forward together.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****T 9****Session Briefing Note****Fall 2021****Yukon Tourism Employment**Tourism and Culture

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**Recommended response:**

- In 2019, the tourism sector accounted for 2,360 jobs in Yukon, which is up 4.2% from 2018, representing the fourth-highest growth rate in Canada.
- Overall, the tourism sector represented 9% of all jobs in Yukon. Nationally, the tourism sector accounted for 10% of all jobs in Canada.
- Yukon's average hourly compensation was \$31.13 in 2019, which is the third-highest in the country, behind only the other two territories.

**Additional response:**

- Of Yukon's tourism jobs, 55% were full-time and 45% were part-time.
- Despite the tourism sector making up 9% of all jobs, it only made up 7% of total employment income. The wage gap between tourism sector jobs and all Yukon jobs was \$10.41 per hour. Although significant, this is the lowest gap in the country.

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

- Recruitment, retention, and lack of employees is an issue nation-wide for tourism operations due to transference of employees to other sectors due to COVID-19.
- 

**Background:**

- The Tourism Human Resource Module replaces the Provincial-Territorial Human Resource Module. The 2019 update is the first Statistics Canada has made to territorial tourism labour data since 2015. This release updates labour statistics for the entire tourism sector and each of the five industry groups: accommodations, transportation, food and beverage, recreation and entertainment, and travel services.
- The Tourism Human Resource Module compiles labour and pay data from across many administrative sources.



**CONFIDENTIAL****T 9****Session Briefing Note****Fall 2021****Yukon Tourism Employment**Tourism and Culture

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- With the release of 2019 data, all underlying data sources have seen historical revisions, most significantly the Labour Force Survey, the Canadian System of Macroeconomic Accounts, and the addition of the 2016 Census. These types of revisions occur every three years and were expected.
- Because of the significant revisions, current data cannot be compared to the 2015 Provincial-Territorial Human Resource Module.
- The Tourism Human Resource Module provides information on jobs, compensation and hours worked in tourism industries, whether they cater to tourists or locals; for example, restaurants.
- The 2019 Tourism Human Resource Module was commissioned by Tourism HR Canada and produced by Statistics Canada.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

# CONFIDENTIAL

## Session Briefing Note

### Yukon Business Survey

**T 10**  
**Fall 2021**  
Tourism and Culture

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#### Recommended response:

- In the latest Yukon Business Survey, 2018, Yukon businesses attributed \$368 million of their gross revenue to tourism, a 40% or \$105 million increase over 2016.
  - In 2018, Yukon's GDP attributable to tourism was \$146.1 million or 5.0% of Yukon's total GDP.
  - 2018 tourism revenues surpassed the Yukon Tourism Development Strategy target of \$295 million by almost \$73 million – nearly equivalent to the 2022 target.
- 

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

- There may be some doubt as to the economic rationale for funding supports to the tourism industry and the 2019 survey demonstrates the value of the sector.
- 

#### Background:

- Business revenues and GDP attributable to tourism are captured through the Yukon Business Survey conducted by the Yukon Bureau of Statistics (YBS).
- The Yukon Business Survey is conducted every two years. The department provided \$10,610 in funding to the YBS in 2021/22 for the 2021 Yukon Business Survey.
- Results from the Yukon Business Survey for 2020 are expected in late March 2022.
- YBS notes that business revenue data represents a business owner's "perceived revenue attributable to tourism". Some businesses may be able to calculate this value with precision, many businesses may have reported this value as an approximation.

#### Approved by:



Deputy Minister, Tourism & Culture

September 22, 2021

**CONFIDENTIAL****T 11****Session Briefing Note****Fall 2021****Carcross and Tourism**Tourism and Culture

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**Recommended response:**

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

**Additional response:**

- As part of Carcross Comprehensive Community Planning, Ministers Streicker and McLean arranged a Tourism Open House in Carcross on January 30, 2020 for residents (150 attended) to share their thoughts on tourism in the community, identify shared values and interests and explore the basis for a unified tourism vision.
- A meeting on March 4, 2020 for key tourism implementers included a review of the Open House feedback and discussion of next steps.
- The results from local and stakeholder engagement sessions were presented to the Carcross Community Comprehensive Planning Steering Committee on May 28, 2020. The final report can be found on Yukon.ca.

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

- Carcross faced significant tourism visitation pressure before the pandemic. There may be interest in whether this will resume as the pandemic subsides and travel returns.
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# CONFIDENTIAL

## Session Briefing Note

### Carcross and Tourism

**T 11**  
**Fall 2021**

Tourism and Culture

#### Background:

- The department is prepared to work with Carcross/Tagish First Nation (C/TFN), South Klondike Local Advisory Council (SKLAC) and Carcross/Tagish Management Corporation (C/TMC) to advance the priorities identified within the final report which include:
  - Visitor Management: visitor behavior, awareness campaigns, signage.
  - Waste Management: outhouses, garbage, recycling and dog feces.
  - Training for Operators: on local customs, history, values and places.
  - Drinking Water: Ensuring there is enough for both visitors and locals.
  - Meaningful Employment: for locals where possible.
- The meetings in Carcross were conducted under the banner of the Carcross Comprehensive Community Plan (CCCP), a federally funded planning initiative.
- Post-COVID, it is expected that visitation to Carcross will recover and continue to increase. Local organizations, businesses and residents do not feel prepared to host an increase in visitors.
- More than 233,000 people crossed into Yukon via the Fraser Border by bus or train in 2018. It is very likely that the majority of these people visited Carcross.
- There are a number of key stakeholder groups in Carcross in tourism development and management. Players include:
  - Carcross/Tagish First Nation Government;
  - Carcross/Tagish Management Corporation;
  - South Klondike Local Advisory Council;
  - Local and Yukon-based businesses and NPOs;
  - Local citizens;
  - National and international tour companies and corporations;
  - Government of Yukon (multiple departments).

**Approved by:**



Deputy Minister, Tourism & Culture

September 22, 2021

**CONFIDENTIAL**

**Session Briefing Note**

**Dawson Campground**

0069

**T 12**

**Fall 2021**

Tourism and Culture

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**Recommended response:**

- The City of Dawson was looking for a new site for the community's recreation centre and had identified two parcels of land that appeared suitable.
  - One of the potential sites was a one-block parcel that is currently leased to the Goldrush Campground, an RV park operating in Dawson's downtown core.
  - This summer, we were pleased to hear that the City of Dawson chose a rec centre site that will not impact the RV park.
- 

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

- Some residents of Dawson City and Yukon's tourism industry were concerned about the potential closure of the Goldrush Campground given that it is an important part of Dawson's tourism infrastructure.
- 

**Background:**

- The Klondike Visitors' Association had written a letter to the City of Dawson expressing concern about the potential closure of the RV park.
  - The RV park hosted 16,000 visitors in 2019 and is a key accommodation option for visitors to the community.
  - While the decision on the rec centre location was pending, the City of Dawson issued a notice of cancellation for the Goldrush Campground's lease.
  - The City was also assessing whether a RV park was the highest and best use of this parcel, given Dawson's shortage of residential housing.
  - In early September, Dawson City Council rescinded the notice of cancellation of the Goldrush Campground's lease, a relief for the campground operators.
  - However, the Mayor of Dawson suggested the use of the campground site could be reviewed again under a future City of Dawson administration.
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**CONFIDENTIAL**  
**Session Briefing Note**  
**Dawson Campground**

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**Fall 2021**  
Tourism and Culture

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Approved by:



Deputy Minister, Tourism & Culture

September 22, 2021

**CONFIDENTIAL****T 13****Session Briefing Note****Fall 2021****Yukon Quest**Tourism and Culture

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**Recommended response:**

- The Yukon Quest is a long-standing event that has been a mainstay of Yukon's winter dogsledding industry for the past 39 years.
- The 2021 Yukon Quest 1000 Mile International Dog Race was cancelled due to COVID-19 restrictions - we will continue to support the Yukon Quest as it adapts its operations and outreach during this pandemic.
- The Yukon Quest organizers are planning events in both Yukon and Alaska for the 39<sup>th</sup> run of the Yukon Quest in 2022, with shorter races on both sides of the Canada/US border. The first race will start in Fairbanks Alaska on February 5. The second race will start in the Whitehorse, Yukon on February 19 and will follow the traditional YQ 300 route.
- The Yukon Quest Sled Dog race contributes to positioning the Yukon as a winter tourism destination and attracts participants and spectators and media attention from around the world. We will continue to support the Yukon Quest as it adapts its operations and outreach during this pandemic.

**Additional response:**

- Establishing the Yukon as a year-round tourism destination and creating outstanding visitor experiences are key action items within the Yukon Tourism Development Strategy.
- Further updates on the race in 2022 will be shared by Yukon Quest organizers throughout the year.

**CONFIDENTIAL****T 13****Session Briefing Note****Fall 2021****Yukon Quest**Tourism and Culture

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

- The Yukon Quest has not held a race since 2019 and plans to return in 2022 with separate, shorter events in both Yukon and Alaska.
  - Yukon Quest is asking for more operational funding in 2021 and as there are many organizations and festivals with similar challenges, supports will need to fit in with existing program criteria and/or relief funding criteria.
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**Background:**

- As a result of the COVID-19 pandemic and cross-border travel restrictions, the Yukon Quest International Board determined that the Yukon and Alaska boards would each run their own events in 2021 that would not cross international boundaries. This was the first time since the Yukon Quest's inauguration in 1984 that a border closure had impacted the race.
- On Aug. 31, 2020, the Yukon Quest (Yukon) board advised the Department that it had made the difficult decision cancel the Yukon event.
- There were concerns raised within Yukon First Nations communities around the potential for participants and spectators from outside BC, NWT and Nunavut be travelling through their communities.
- As well, there were challenges raising sponsorship funds from local businesses who are experiencing reduced revenues because of the pandemic.
- The Department of Tourism and Culture provides operational programming support of \$150,000 annually and invests in the Yukon Quest marketing program.
- The department of Tourism and Culture has had a long-standing relationship with the Yukon Quest. The department has invested in the Yukon Quest annually since 1998. The current transfer payment includes an investment of \$150,000 in exchange for a number of deliverables including a marketing program that generates media coverage of the Yukon Quest that in turn provides awareness for Yukon's winter tourism experiences in our target markets.
- The Yukon Quest race was not held in 2021 due to safety concerns related to the global COVID-19 pandemic; however, Tourism and Culture continued its investment in the Yukon Quest contingent on the Yukon Quest implementing its proposed revised marketing plan.



**CONFIDENTIAL****T 13****Session Briefing Note****Fall 2021****Yukon Quest**Tourism and Culture

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- A number of sled dog racing and Yukon Quest enthusiasts expressed a considerable amount of disappointment and concern around the decision not to hold a race in 2021.
- After much discussion, a decision was made by a group not associated with the Yukon Quest, to hold the Yukon Journey event where participants could choose to run a number of different distances. The event also included longer mandatory rest-periods.
- Several of these those involved in the Yukon Journey event subsequently began to become more involved in the Yukon Quest.
- Several board members resigned in the spring of 2021.
- Planning for the 2022 Yukon Quest was influenced by uncertainty about the number of participants they will be able to attract due to current and future Yukon travel restrictions, the re-opening of the international border, and a downward trend in race registrations over the past number of years.
- It was felt that hosting a series of race events from 100 – 1000 miles would ultimately encourage greater participation by making sled dog racing accessible to participants that are not interested or capable of qualifying for long-distance events.
- The Yukon Quest annual general meeting and election was held on June 23, 2021.
- The new Yukon Quest executive director, Bonnie Michaudville assumed her role in Nov., 2020

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****T 14****Session Briefing Note****Fall 2021****Tourism Cooperative Marketing Fund 20/21**

Tourism and Culture

**Recommended response:**

- The Tourism Cooperative Marketing Fund (TCMF) helps Yukon's tourism industry attract visitors and gain exposure. These marketing activities help strengthen the territory's tourism brand.
- The Tourism Cooperative Marketing Fund (TCMF) was increased by \$300K to \$1M for 2021/22 to position the sector for recovery through the Tourism Relief and Recovery Plan as pandemic restrictions are lifted.
- As of November 1, 121 applications have been approved in support for print, digital, and travel-based marketing projects. The fund is now fully subscribed.

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

- The tourism sector is still struggling with recovering from the pandemic and there is interest in all tourism-related funding programs.
- Demand for TCMF funding is approximately \$620,000 higher than our current budget (\$1M). There may be calls for the budget to be increased.

**Background:**

- While the TCMF budget this year is \$1M, we have received applications totaling \$1,619,900. Typically, not all approved projects are completed. Based on this we have over-committed an additional \$225,500.
- Summary of TCMF applications as of November 01, 2021:

| Applications | Number of Applications | 21-22 Amount Requested | 21-22 Amount Committed |
|--------------|------------------------|------------------------|------------------------|
| Approved     | 121                    | \$1,225,500            | \$1,225,500            |
| Pending      | 2                      | \$184,700              | -                      |
| Waitlist     | 33                     | \$209,700              | -                      |
| <b>Total</b> | <b>156</b>             | <b>\$1,619,900</b>     | <b>\$1,225,500</b>     |

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Fund 20/21**

Tourism and Culture

- Of the approved projects, 57% are with Yukon-based advertisers representing approximately \$702,000 of the \$1.225 million committed or over-committed.
- All projects and activities, including travel-related activities supported by the Tourism Cooperative Marketing Fund, must reflect the advice of Yukon's Chief Medical Officer of Health and comply with any orders pursuant to the Public Health and Safety Act.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****T 15****Session Briefing Note****Fall 2021****General Sales Agents, Germany,  
UK, Japan, Australia**Tourism and Culture

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**Recommended response:**

- Tourism Yukon completed a public request for proposals for its General Sales Agents in German-speaking Europe, the United Kingdom, Australia and Japan in winter/spring 2021.
  - Tourism Yukon's General Sales Agents provide in-market services in support of the department's efforts to market Yukon to the world, meet the goals of the Yukon Tourism Development Strategy, and support Yukon tourism businesses under the government's COVID-19 Tourism Relief and Recovery Plan.
  - The work done by our General Sales Agents will ensure that once international travel restrictions begin to ease, Yukon tourism experiences will be available for sale in our key target markets.
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**Context—this may be an issue because:**

- Yukon tourism businesses reliant on international visitation will want to be assured that Tourism Yukon is working to restore international visitation and has an established and experienced international sales team to assist with that work.
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**Background:**

- International tourism to the Yukon accounts for 70 per cent of the Yukon's visitation volume and 90 per cent of visitor spending in the Yukon.
  - Overnight visitation to the Yukon plunged by 97% during the global COVID-19 pandemic and is not expected to return to pre-pandemic (2019 levels) until at least 2023.
  - Tourism Yukon invests approximately \$6.9 million annually to market Yukon as a tourism destination. This amount is supported by an additional investment of approximately \$6 million in research, product development and visitor services.
  - Tourism Yukon actively markets in 10 countries around the world:
    - Primary markets: Canada, USA, and German-speaking Europe
    - Secondary markets: Australia, UK, and Japan
    - Emerging markets: China and the Netherlands
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**CONFIDENTIAL****T 15****Session Briefing Note****Fall 2021****General Sales Agents, Germany,  
UK, Japan, Australia**

Tourism and Culture

- Monitor markets: Mexico, South Korea
- Destination management organizations engage in-market General Sales Agent's to assist them in efficiently implementing their destination marketing strategies by increasing destination awareness, increasing the amount and sales of packaged Yukon tourism products carried by travel trade partners and increase the sales.
- The lead times required to do this preparation work in the international markets are typically 12-18 months.
- The 4 new contracts began on February 1, 2021 and extend to May 31, 2024.
- The total amounts of the 4 contracts are as follows: German-speaking Europe: \$686,700, United Kingdom: \$482,000, Japan: \$300,000 and Australia: \$336,000.
- The incumbents in each of our 4 major international markets, i.e. Bergold Promotions (German-speaking Europe), LC Marketing (UK), DC Associates (Australia) and Yuka Takahashi (Japan) were the successful bidders in the RFP process.
- Tourism Yukon's GSA staff from Europe (Germany and the UK) will be travelling to the Yukon from Nov. 8 – 14, 2021 for the first time since the pandemic began in 2020. While in the Yukon, the teams will be conducting a series of training / planning sessions with Tourism Yukon's program managers based in Whitehorse, and conducting a number of site inspections / business update meetings with Yukon tourism businesses in Whitehorse, Southern Lakes and Haines Junction.
- Tourism Yukon's GSA's in Asia Pacific (Japan and Australia) are not yet able to travel, however they will be participating in the planning / training sessions together with their Europe-based counterparts and staff from Tourism Yukon virtually.
- On Nov. 12, 2021 (5:00pm – 7:00pm) Tourism Yukon will be offering an industry forum for Yukon tourism businesses. Tourism GSA's from all 4 markets will be participating in a panel where they will answer questions from the industry followed by an informal reception where they can chat 1 on 1 with Tourism Yukon's European-based GSA's.

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UK, Japan, Australia**Tourism and Culture

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**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****T 16****Session Briefing Note****Fall 2021****Condor & Impacts of Whitehorse Airport Upgrades**Tourism and Culture

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**Recommended response:**

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

**Additional response:**

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

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

- The change to the day of the week the Condor flight arrives will have an impact on operations for some Yukon tourism businesses as they will need to shift tour dates and accommodation bookings in Yukon and Alaska.
- Construction timelines may impact the recovery of international market revenues for tourism operators by impeding the ability for Condor to land.

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**Background:**

- Condor is a valued and long-standing partner of the Yukon tourism sector. The airline began flying to Yukon in 1998 and has been providing reliable, seasonal, non-stop air service from Frankfurt to Whitehorse since 1999.

**Session Briefing Note****Fall 2021****Condor & Impacts of Whitehorse Airport Upgrades**

Tourism and Culture

- Over the past 22 years, Condor has brought almost 100,000 visitors from Germany and other European nations. The airline celebrated the 20<sup>th</sup> anniversary of its Frankfurt – Whitehorse service in 2019.
- A 2016 report prepared by Vector Research estimated that the economic impact of Condor's service from 1999-2015 was \$76.7 million dollars. At \$4.5 million per year, the total 20-year economic impact of Condor's Yukon service is \$94.7 million dollars.
- The discontinuation of a direct flight from Germany would have a negative impact on our economy and the tourism industry including Yukon product and service suppliers, system partners and visitors.
- The Yukon is the envy of many other larger jurisdictions in Canada without direct air service from Europe.
- Tourism Yukon's international staff are in regular contact with the airline and is currently in negotiations on a joint marketing agreement with Condor and with German-based tour operator Canusa for the 2022 summer season. The latter initiative will see Yukon videos airing on the inflight video system on Condor flights in Fall 2022.
- Current Orders In Council (Canada) restrict international flights to land at 10 international airports. ENWIA is currently not one of these airports. On Nov. 2, 2021, Transport Minister Omar Alghabra said eight additional airports will begin playing host to international arrivals on Nov. 30, bringing the total number of Canadian airports open to global travellers up to 18.

**Erik Nielsen Whitehorse International Airport runway upgrades**

- This project is in the early stages, and it is too soon to definitively say how Condor will be impacted, however, we will be working with Condor, HPW and tourism operators on options to mitigate any impacts identified during the project.
- HPW officials indicate the while construction on the parallel runway is tentatively scheduled for 2022 (pending funding approval), the entire project will take several years to complete. This project could interfere with the arrival of Condor flights in 2024 and 2025, while the main runway is being upgraded.
- HPW staff advise that it is possible that Condor may not be able to land at ENWIA at all during its reconstruction. This will have a significant impact on businesses



**Session Briefing Note****Fall 2021****Condor & Impacts of Whitehorse  
Airport Upgrades**Tourism and Culture

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reliant on the lucrative high yield German speaking market, the Yukon's largest international market.

- HPW have applied to Canada for funding to support the runway reconstruction project. The total costs are estimated to be approximately \$100 million dollars.

See HPW Briefing Note – Whitehorse Airport Runway Project.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**Session Briefing Note****Fall 2021****Whitehorse Airport Airside Improvements**Highways and  
Public Works**Recommended response:**

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

**Additional response: Taxiways**

- A two-year program to resurface selected taxiway and apron areas began in summer 2021.
- A tender was issued in spring 2021 for the detailed design and planning for airfield improvements, replacement of the main runway, and upgrades to the parallel runway.
- Planning is underway to replace the apron panels and upgrade the parallel runway, ahead of the main runway replacement.
- The runway and apron are regularly inspected to ensure safe operational use.

**Third Response: Maintenance Facility**

- A replacement maintenance facility is currently being planned for 2022/2023 which is critical to the operation of the airport.

**Session Briefing Note****Fall 2021****Whitehorse Airport Airside Improvements**Highways and  
Public Works

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- The new facility have a different location than the existing facility to allow for more economic development at the airport.
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**Context—this may be an issue because:**

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

Maintenance Facility

- The Whitehorse Airport Maintenance Facility is currently scheduled to be replaced, with design work scheduled for 2021-22.
- Review of the project schedule, budget and timing is currently underway.
- The existing maintenance facility will be demolished along with the carpentry shed and old sand shed following completion of the new facility in 2023.

Approved by:



Deputy Minister, Highways and Public Works

September 7, 2021

Date Approved

**CONFIDENTIAL****T 17****Session Briefing Note****Fall 2021****Cruise Industry**Tourism and Culture

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**Recommended response:**

- The Federal Minister of Transport announced a ban on cruise ships and pleasure craft in Canadian waters on April 2, 2020, which was rescinded on November 1, 2021.
- The ban, and the downturn in demand for cruise ships during the pandemic, have had a significant impact on cruise ship visitation to Skagway, Alaska, thereby negatively impacting post-cruise land tour visitation to the Carcross and Southern Lakes region of Yukon in 2020 and 2021.
- Skagway was forecast to host over 1 million visitors in 2020 from approximately 473 cruise ship arrivals. Approximately 90,000 cruise visitors were expected through shore excursion trips to the Carcross and Southern Lakes region.
- Cruise ships are once again permitted to travel through Canadian waters and call in at Canadian ports. Skagway tourism and borough officials expect a significant increase in cruise traffic in 2022, close to pre-pandemic volumes are predicted.

**Additional response:**

- The return of cruise passengers to Skagway and day excursions into Yukon will require efficient border processing for such things as confirming vaccination status and COVID-19 tests. Yukon Government will co-chair a Working Group with Canada Border Services Agency to discuss issues and identify solutions. (See **HOT9 Canadian Border Crossings**).
- The cruise ship market is important to the Yukon's visitor industry and economy. Throughout the pandemic, officials have been in frequent

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contact with Holland America personnel to monitor how the industry has been adapting and will remain in regular contact with cruise lines.

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

- Tourism stakeholders and organizations across Canada are calling on the federal government to rescind the COVID-19 test requirement at the border. This requirement will further compound issues already experienced at the Fraser border where cruise lines' land-based excursions enter Yukon.
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**Background:**

- Normally, cruise passengers account for approximately 55% of all visitors to the Carcross and Southern Lakes region between June and September, with an out-of-pocket expenditure of over \$543,000 (this does not include pre-paid expenditure on packages).
- The Yukon also receives approximately 16,000 to 18,000 Holland America passengers on multi-day post-cruise land tours each summer. These tours include overnight stays in both Whitehorse and Dawson City.
- In 2013, it was estimated that Holland America contributed between \$40M - \$60M annually to the Yukon's economy (i.e., visitor expenditures, company expenditures, Yukon payroll and multiplier effect). Approximately \$16M of that contribution comes directly from visitor expenditures.
- The U.S. law titled the *Passenger Vessels Services Act* (PVSA) requires foreign-flagged passenger vessels to make a stop at a non-U.S. port between U.S. port stops. This applies to foreign-flagged cruise ships that sail from, for example, Seattle to Alaska with a stop in Victoria.
- In response to the COVID-19 pandemic, Canada banned all cruise ships carrying more than 500 passengers from entering Canada's ports from April 2, 2020 to November 1, 2021.
- In response to the prohibition, in early June 2021 the US government approved the *Alaska Tourism Restoration Act*, which temporarily changes the PVSA to allow cruise ships to travel directly from Washington State to Alaska without the

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required station stop in a Canadian port. These exemptions were intended to be temporary until Canada once again permitted cruise ships to dock in Canadian ports.

- There are currently two proposed bills in the House and Senate that seek to expand on Alaska's temporary exemption from the PVSA - the *Cruising for Alaska's Workforce Act* and the *Tribal Tourism Sovereignty Act*. The first bill seeks a permanent exemption to the PVSA for Alaska specifically and proposes to expand its coverage to voyages between Alaska and any US port. The second bill would create a broader exemption to the PVSA by designating ports owned by Indian Tribes in the U.S. as equivalent to foreign ports for the purposes of port calls under the PVSA.
- The Department of Economic Development advises that there is a strong likelihood these two proposed bills in the U.S. will not be passed. They are being proposed by members of the minority parties and are not being co-sponsored at this time by the heads of their committees or other key congressional officers.
- A number of observers have suggested that the major deterrent for cruise visits to Canadian ports at this time are unclear regulations for cruise visitors, rather than the bills proposed by Alaskan representatives. (See **HOT9 Canadian Border Crossings**)
- The cruise ship industry is an important part of Canada's domestic tourism sector injecting more than \$4 billion into the Canadian economy and directly and indirectly generating approximately 30,000 jobs.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 03, 2021

**CONFIDENTIAL****C 1****Session Briefing Note****Fall 2021****Culture**Tourism and Culture

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**Recommended response:**

- Government of Yukon is committed to supporting the celebration, preservation and interpretation of our history and heritage, and to promoting the arts and cultural industries.
  - We recognize and affirm that arts, culture, and heritage have intrinsic value as well as broad social and economic benefits.
  - Our programs and funding support the creative and cultural sectors as a legitimate and important contribution to our society and economy.
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**Context—this may be an issue because:**

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

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**Background:****Key facts**

- According to Statistics Canada, Yukon's culture GDP was \$59.7 million in 2018 and amounted to 2% of the total territorial economy.
- Through the Cultural Services Branch, the department distributes almost \$6.6M in funding to the culture sector annually.
- In 2019-20 there were over 150,000 visits to Yukon's 20 museums and cultural centres. Visitation was greatly reduced in 2020 due to temporary closures and restrictions from COVID-19.
- In 2019-20, the Yukon Arts Centre reported a total attendance at its facilities and events of over 85,000.

**Key initiatives**

- The department developed a Creative and Cultural Industries Strategy to better define how government will support the growth of creative and cultural industries over the next ten years, with an emphasis on recovery from the pandemic.
  - The department is part of implementing *Our Clean Future* through assessment and potential mitigation of historic sites at risk on Yukon's North Slope.
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**First Nations partnerships:**

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

**Collections Facilities**

- The department is in early planning stages for a combined arts and heritage resources collection facility.
- Numerous studies have demonstrated the collections are outgrowing capacity, and are at medium-high risk due to deficient storage situations.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021



**CONFIDENTIAL****C 2****Session Briefing Note  
Yukon Archives****Fall 2021**  
Tourism and Culture

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**Recommended response:**

- Since 1972, Yukon Archives has preserved Yukon's written, visual and audio records.
  - Yukon Archives is pursuing initiatives with First Nations citizens, organizations and governments to increase the accessibility of its holdings, improve accuracy of descriptions, and share knowledge about the preservation and management of archival records.
  - Yukon's documentary heritage is a source of pride for Yukoners. Donations of records and published materials are appreciated.
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**Context—this may be an issue because:**

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

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**Background:****Key facts**

- Yukon Archives holds a variety of records, including government and non-government records and a library of published materials.
- The Archives Act designates Yukon Archives as the official repository for records, grants the authority to acquire, preserve, and provide access to Yukon's documentary heritage, and mandates that Yukon Archives authorize final dispositions for all Government of Yukon records.

**About the collections**

- Records at Yukon Archives include letters, diaries, manuscripts, photos, films, videos, sound recordings, maps, and architectural drawings.
- The Yukon Archives Library includes books, community newspapers, newsletters, periodicals, and publications from all levels of government.
- Yukon Archives also has a number of exhibits on display and available for loan.
- Exhibits are available for viewing online, and periodically in the Yukon Archives exhibition room, or at Arts Underground.

**CONFIDENTIAL****C 2****Session Briefing Note  
Yukon Archives****Fall 2021**  
Tourism and Culture**Digitization and Digital Preservation**

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

**Northern Native Broadcasting Yukon (NNBY)**

- Yukon Archives is providing recommendations and advice to NNBY for its massive collection of audio and video recordings of significant cultural value.
- Yukon Archives staff will continue to work with NNBY on this valued collection and are available to assist them in developing preservation plans, identifying resources, and sources of funding to support their efforts.

**Council of Yukon First Nations (CYFN)**

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

**Community Archivist**

- Yukon Archives is in its fifth year of funding and providing support to the Yukon Council of Archives' Community Archivist who provides advice to smaller archives on the preservation and management of records.

**Yukon Archives stakeholders**

- Friends of the Yukon Archives Society works with Yukon Archives to acquire, preserve and provide access to Yukon's documentary heritage.
- The Yukon Council of Archives (YCA) provides a network for archival cooperation in Yukon. Yukon Archives assists the society with professional development and archival educational opportunities for members.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****C 3****Session Briefing Note  
Arts****Fall 2021**  
Tourism and Culture**Recommended response:**

- The Arts Unit is mandated to foster the development and enhancement of the arts in Yukon. Over \$4 million is invested each year to support Yukon's arts sector, including \$1.8 million in applicant-driven funding.
- In 2020-21, we provided an additional \$425,000 of funding to the arts sector through our existing suite of programs in response to COVID-19 impacts.
- We also supported an additional 53 events for a total of \$473,531 through the On Yukon Time: Great Yukon Summer Edition program. Eligible activities included arts, cultural, recreational and sporting events.

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

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

**Background:****Key facts (See also – HOT6 Culture COVID Response)**

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

**Funding programs (see also MIN1– Funding Programs)**

- So far this fiscal year (as of September 1, 2021) Yukon government has funded 119 organizations, projects and activities through the Arts Fund, Arts Operating

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Arts****Fall 2021  
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Fund, Touring Artist Fund, Advanced Artist Award, On Yukon Time, Culture Quest, Cultural Industries Training Fund and New Canadians Event Fund.

- The Arts Unit directly funds four organizations: Yukon Arts Centre, Dawson City Arts Society, Northern Cultural Expressions Society, and Yukon First Nations Culture & Tourism Association (YFNCT).

**Yukon Permanent Art Collection (YPAC)**

- 2021 is the 40th anniversary of the Yukon Permanent Art Collection. The YPAC holds over 500 works displayed in more than 30 locations around the Yukon.
- The Friends of Yukon Permanent Art Collection (FOYPAC) selects new pieces for the collection through an annual arms-length adjudication process.
- The Yukon Arts Centre storage vault, where the majority of the collection is stored, has reached capacity (**also see C09– Yukon Permanent Art Collection**).

**Other projects**

- The Arctic Arts Summit will be hosted in Yukon in June 2022, in partnership with the Canada Council for the Arts, Government of Canada and Yukon partners.
- The Arts Section coordinated Yukon's representation in the Frankfurt Book Market 2021, at which Canada is the Guest of Honour country.
- The Arts Section will plan a series of professional development workshops for artists in winter 2021-22 covering various topics. Last year's workshop topics included copyright, protocol when working with Indigenous communities, marketing, biography and navigating the arts industry.

**Yukon Arts Centre (YAC)**

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

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****C 4****Session Briefing Note****Fall 2021****Heritage**Tourism and Culture

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**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 are critical to sharing the story of Yukon.
- As climate change continues to impact our northern landscape, we are working diligently with Yukon First Nations to collect, study and interpret these artifacts.

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

- The significant scientific discoveries in Yukon are frequently in the media and often of high public interest.
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**Background:****Archaeology/Palaeontology Programs:**

- The preservation of organic materials in alpine areas is exceptional in southern Yukon and, as a result, artifacts have remained intact in snow and ice for thousands of years.
  - An atlatl dart discovered in 2018 in the traditional territories of Kwanlin Dun First Nation and Carcross/Tagish First Nation was dated to over 1,200 years old.
  - Other ice patch artifacts date to over 9,000 years old.

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- Palaeontological specimens that have been preserved in permafrost for more than 10,000 years are being unearthed in the Klondike Gold Fields as a result of partnerships with miners.
  - Wolf pup and caribou calf – each over 50,000 years old.

**Geographic Place Names:**

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

**Yukon Scientists and Explorers Act:**

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

**Yukon Forum - Heritage: (See C07. Heritage Working Group – Yukon Forum)**

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

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****C 5****Session Briefing Note  
Historic Sites****Fall 2021**  
Tourism and Culture

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**Recommended response:**

- Government of Yukon works closely with Yukon First Nations governments, municipalities and communities to support the research, preservation and interpretation of our historic places.
- A number of Yukon's historic sites are co-managed by Yukon and First Nation governments, and demonstrate the opportunities afforded by positive partnerships.
- We just recently celebrated a signing ceremony at Fort Selkirk, where the updated and approved management plan renews our mutual commitment to collaborative heritage management.

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

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

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

- Yukon is the only jurisdiction in Canada that has co-owned, co-managed historic sites with self-governing First Nations including: Rampart House (VGFN); LaPierre House (VGFN); Fort Selkirk (SFN); Conrad (C/TFN), and Forty Mile, Fort Cudahy & Fort Constantine (TH).
- Rampart House and LaPierre House Historic Site Heritage Management Plan is expected to be completed in 2022.
- Management planning for Shāwshe (Dalton Post) in conjunction with Champagne and Aishihik First Nations, per Chapter 10 of the CAFN Final Agreement, is anticipated to begin in 2021.

**Interpretation**

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

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- A new Sights and Sites app, a joint project between T&C and Environment (soft-launched in early 2021), will provide information on more than 200 YG roadside accessible cultural and historic sites, campgrounds, recreation areas and wildlife viewing sites.

**Yukon Saw Mill heritage building**

- Since 2015 efforts have been underway to complete the rehabilitation work (started in the 1980s) in a phased approach to enable local contractors to bid on components of the work (all work to date has been local – Yukon).
- Completion of rehabilitation work is scheduled for spring 2022 with Department of Energy Mines and Resources anticipated to use it for a short term (2-3 years) office space.

**Other projects**

- **Robinson Roadhouse:** Stabilization is underway.
- **Train Crew House # 2:** Working with HPW to complete renovations with a public call for interest for occupancy anticipated in 2022.
- **Train Crew House # 1:** Remediation and conservation work, including a new foundation, is required before it is safe for occupancy.
- **Historic Properties Program:** Nine projects from Dawson, Carcross, Whitehorse were funded for a total of \$64,000 in 2021/22.
- **Yukon Historic Resources Fund:** supported four applications for a total of \$32,000 in 2021/22.
- **Qiqiqtaruk/Herschel Island:** Historic Sites unit support the conservation of historic buildings on Pauline Cove. Due to travel restrictions site visits have not been possible in summers 2020 and 2021. Staff have focused on planning and shipping required materials to the island.
- **Yukon Historic Sites Inventory program:** Supports the documentation and recording of historic places to inform responses to YESAB development submissions, land use planning, interpretation projects and informs nominations for designation of Yukon Historic Sites.
- **Yukon Historic Sites:** Eleven sites are currently designated under the *Historic Resources Act*. St. Luke's Church and Archdeacon Memorial Church in Old Crow were most recently designated a Yukon Historic Site in July 2021.



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Legislative authority

- *Historic Resources Act, Yukon First Nations' Final Agreements and the Umbrella Final Agreement.*

**Approved by:**



Deputy Minister, Tourism & Culture

September 22, 2021

| 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                       | 74(1)(a)  | 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 | 74(1)(a)              | ✓                        | 74(1)(a)  | ✓                         | 74(1)(a)<br><br>Management Plan, Interpretation Plan (2007), complete. Management Plan (2006) due for update.  |
| Vuntut Gwitchin First Nation       | Rampart House<br>LaPierre House           | ✓<br>✓                | ✓<br>✓                   | Nomination underway.  | ✓<br>✓                    | 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                               | ✓                     | ✓                        | 74(1)(a)  | ✓                         | 74(1)(a)   |

| 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    | Conrad                   | ✓              | ✓          | 74(1)(a)  | ✓                        | Heritage Management Plan complete (2021). Interpretation Plan 2021. Interpretive Manual complete (2021). 74(1)(a) |
| Kwanlin Dün First Nation        | Canyon City              | No (YG land)   | ✓          | 74(1)(a)  | ✓                        | Interpretation Plan complete (1995). 74(1)(a)   |
| Champagne Aishihik First Nation | Sha'washe <sup>iii</sup> | No (CAFN R-8A) | ✓          | 74(1)(a)  |                          |   |

<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****C 6****Session Briefing Note****Fall 2021****Museums**Tourism and Culture

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**Recommended response:**

- Yukon museums and cultural centres preserve and celebrate Yukon's historical and cultural legacies, connecting past, present and future generations.
- We are pleased to support 19 museums and First Nations cultural centres through financial agreements and the provision of specialized advice and expertise in collections management and conservation.
- Annual Roundtable meetings of museums and cultural centres help ensure sharing of information, community-building, and have established the foundation for the new Yukon Museums and First Nations Cultural Centres Policy being initiated.

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

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

**Background:**

- Government of Yukon supports 8 First Nation cultural centres, 3 municipal museums and 8 not-for-profit museums.
- Government of Yukon also owns and operates the Yukon Beringia Interpretive Centre, the only museum in Canada to focus on the last great Ice Age.
- Two funding programs support museums and cultural centres:
  - Over \$1.6 million through the Museum Contribution Program to support operations and maintenance.
  - Almost \$350,000 through the Special Projects Capital Assistance Program for museological projects.
- In summer, 2019, the Yukon Historical and Museums Association surveyed members and requested that operational funding be increased to address rising costs.
- This year's annual museums roundtable will feature discussions about a new Yukon Museums and First Nations Cultural Centres Policy, to gather our clients'

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input into the policies which guide the relationship between the Yukon government and the museums we fund.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****C 7****Session Briefing Note****Fall 2021****Heritage Working Group –Yukon Forum**

Tourism and Culture

**Recommended response:**

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

**Additional response:**

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

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

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

**Background:**

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

**CONFIDENTIAL****C 7****Session Briefing Note****Fall 2021****Heritage Working Group –Yukon Forum**

Tourism and Culture

- Government of Yukon is providing the Council of Yukon First Nations with \$140,000 annually for 3 years for a Heritage Policy Analyst position.
- The draft Yukon Forum Heritage Work Plan addresses the collaborative management of heritage and historic resources in Yukon in four areas: respectful partnership and shared vision, review of relevant legislation and policies, review of operational structures and procedures, and communication protocols.
- The two top priorities for the HWG are:
  - **Successor heritage legislation.** <sup>74(1)(a)</sup>
  - **Public Education and Awareness.** Tourism and Culture, on behalf of the HWG and CYFN, has entered into a contract with Aasman Brand Communications to develop a campaign to educate the public about heritage resources, their value to Yukoners, and what to do with chance finds. The campaign will be ready launch in Spring 2022. Tourism and Culture is contributing \$50,000 to this project in 2021/22.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****C 8****Session Briefing Note****Fall 2021****Arts and Heritage Resources  
Collection Facility**Tourism and Culture

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**Recommended response:**

- We have a legislated and ethical responsibility for the proper care of Yukon's important heritage and art collections.
- Many items in our collections are irreplaceable, globally-significant, and in our care on behalf of current and future generations of Yukoners, First Nations governments, and researchers.
- We are pursuing a new combined facility for both the heritage and art collections. Combining storage needs will create efficiencies and provide safe, accessible storage for our broad range of collections. The facility will be designed in participation with Yukon First Nations.

**Additional response:**

- The current storage and research facilities for collections are deficient and put them at risk of deterioration or damage.
- We have secured approximately \$25 million over five years for the design and construction of this new facility, but anticipate the cost to be higher due to the very specialized nature of the building, including strict environmental controls.

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

- The public, First Nations, and arts and culture non-profits groups have a vested interest in our collections and want to know the status of the storage facility.
- 

**Background:**

- Government of Yukon is the steward of thousands of priceless archaeological artifacts and paleontological specimens.
- We also hold an impressive and extensive art collection of over 500 pieces on behalf of Yukoners.



**CONFIDENTIAL****C 8****Session Briefing Note****Fall 2021****Arts and Heritage Resources  
Collection Facility**

Tourism and Culture

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

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**Session Briefing Note****Fall 2021****Yukon Permanent Art Collection**Tourism and Culture

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**Recommended response:**

- This year we are celebrating the 40th anniversary of the creation of the Yukon Permanent Art Collection. A special exhibit will be held at the end of this year.
  - The Yukon Permanent Art Collection (YPAC) is held in trust by the Yukon government for the people of Yukon. It is an important and growing collection of over 500 works of art reflecting Yukon's diverse artistic identity.
  - The Yukon government is committed to caring for this valuable collection and ensuring that at any given time one third of the collection is on display in over 30 locations in public and government spaces around the territory.
- 

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

- There is increasing awareness of YPAC and the annual call for submissions due to high profile artists and acquired pieces. Storage of YPAC is becoming a challenge due to the growth of the collection.
- 

**Background:****Nature and management of the collection**

- The collection was established in 1981 and represents a survey of art-making in the Yukon. The works of art span many artistic media and styles, including a range of beading and carving styles particular to Yukon First Nations.
  - Each year, Yukon government provides the Friends of the Yukon Permanent Art Collection with an annual purchasing budget for new acquisitions. Artwork is selected through a call for submissions and an arms-length jury process.
  - The annual budget for new acquisitions is \$30,000. The COVID-19 response consisted of increasing the acquisition budget for 2020-21 by \$30,000 for a total of \$60,000 for new acquisitions.
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**Session Briefing Note****Fall 2021****Yukon Permanent Art Collection**Tourism and Culture

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- In response to the 2020-21 call for submissions, proposals for 143 works by 68 artists were received. 21 works of art were selected for the collection and were announced in May 2021.
- The new additions will be unveiled as part of an exhibition celebrating the 40<sup>th</sup> anniversary of the collection in December 2021 at the Yukon Arts Centre.

**Collection Storage needs**

- The Department is working on maximizing the existing storage space at the Yukon Arts Centre (YAC) by modifying it to accommodate a compact 2D artwork storage system with increased capacity.
- In the meantime, a portion of the 2D artwork from the collection is stored at the Yukon Archives, which has affected access to the collection and impacted the collection rotation program.
- The storage requirements for YPAC must meet or exceed the Canadian Conservation Institute's Class A guidelines for climate control, inventory and security.
- Work to install the compact 2D storage system has been delayed since 2018 due to water pressure issues. Yukon government and the City of Whitehorse have been working to resolve the issue, however, further evaluation is still required.
- If construction proceeds in 2021 the modified space at YAC is expected to accommodate a further two years of collecting.
- A long-term storage solution for the collection will be addressed through the combined collections facility. (see C8 – Arts and Heritage Collection Facility)

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**Session Briefing Note****Fall 2021****Dawson City Museum**Tourism and Culture

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**Recommended response:**

- The Dawson City Museum, located within the iconic Old Territorial Administration Building (OTAB), is one of 19 museums and cultural centres that receive funding and support services from Yukon government.
- 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.
- We provided \$500,000 to support the renewal of exhibits at the Dawson City Museum that were in place for three decades, and present new opportunities to interpret Yukon's past and present for all visitors

**Additional response:**

- We are also investing approximately \$7.2 million over three years to support revitalizing the building, which will improve building safety and prevent deterioration.

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

- The building rehabilitation project being undertaken by the Department of Highways and Public Works is on hold as recent bids for work on the building exceeded the budget allocation for the work.
  - The delay is impacting the operations of the museum which may lead to questions for the Minister of Highways and Public Works.
- 

**Background:**

- The heritage value of the Old Territorial Administration Building lies in its associations with the Klondike Gold Rush of 1896, and the subsequent growth of the northern territories and the rest of Canada. The OTAB remained the centre of

**Session Briefing Note****Fall 2021****Dawson City Museum**Tourism and Culture

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the federal and territorial government in the Yukon until 1953, when the capital was moved to Whitehorse.

- The revitalizing of OTAB was scheduled to be completed by 2022-23 and plans were in place to respect tenant operations. Both the timeline and operations of the museum will be impacted by project delays.

**Exhibit cases**

- Government of Yukon entered into a \$500,000 transfer payment agreement (\$250,000 in 2019-20, \$240,000 in 2020-21 and \$10,000 in 2021-22) with the Dawson City Museum Society to fabricate and install new exhibit cases, signage and labels.
- Canada Cultural Spaces Program, Department of Canadian Heritage also provided project funding of \$556,000.
- The feasibility study concluded that there were no local businesses that could complete the required work. The RFQ process confirmed this.
- Kubik, an international company with an office in Mississauga, ON, was the successful proponent. The installation of the exhibits is complete, and final reporting will be provided before March 31, 2022.
- (see also HPW note- Dawson City Museum OTAB)

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**Session Briefing Note****Fall 2021****Dawson City Museum (Old  
Territorial Administration Building)**Highways and  
Public Works

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**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.
- 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.
- The revitalization will include building upgrades and space renovations funded by the Yukon government, which will allow the museum to expand to the second floor.

**Additional response:**

- The first phase of work is complete. This included flooring and structural work that will allow the Dawson City Museum to install new display cabinetry.
- The second phase of work was tendered, but had to be cancelled because bids came in over budget.

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

- A recent package of work was tendered and then cancelled as the lowest bid was over the project's budget.

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**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.

**Session Briefing Note****Fall 2021****Dawson City Museum (Old  
Territorial Administration Building)**Highways and  
Public Works

- 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 building envelope upgrade;
  - structural enhancements to the second floor;
  - retrofits to enhance the building's energy performance;
  - improvements to the site-drainage system to ensure water is directed away from the foundation; and
  - upgrades to the building's systems, including: electrical, heating, plumbing, ventilation and fire protection systems.
- In the 2020-2021 fiscal year, we spent over \$400,000 on design work and some aspects of building rehabilitation. The remainder of the construction will take place over the following two fiscal years, with \$3 million allocated for 2021-2022.
- The project is happening in phases to minimize disruptions to the museum's operations.

**Approved by:**

September 7, 2021

Deputy Minister, Highways and Public Works

Date Approved

**CONFIDENTIAL****C 11****Session Briefing Note****Fall 2021****UNESCO World Heritage Nomination** Tourism & Culture

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**Recommended response:**

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

**Additional response:**

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

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

- There was mixed support for the initial nomination due to potential impacts on the mining industry in Yukon. The nomination has been revised and all component parts are already either managed heritage sites or Settlement Land.
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**CONFIDENTIAL****C 11****Session Briefing Note****Fall 2021****UNESCO World Heritage Nomination** Tourism & Culture

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**Background:**

- Canada voluntarily withdrew a previous nomination from the World Heritage process in 2018. Work began in 2020 on a new nomination presented from the perspective of the Tr'ondëk Hwëch'in.
- The sites included in this nomination are: 26 designated historic sites in Dawson City (National Historic Sites, Yukon Historic Sites, Municipal Historic Sites), Jëjik Ddhä Dënezhu Kek'i (Moosehide Village), Ch'ëdähchëk kek'it (Forty Mile, Fort Constantine and Fort Cudahy), Fort Reliance on the Yukon River and Tthe zray kek'it (Black City) on the Blackstone River.
- Costs for the development of the nomination were \$254,000, with Government of Yukon providing \$70,000. The remainder of the funds were provided by Parks Canada and CanNor. In addition, Government of Yukon provided staff time valued at approximately \$50,000 to support preparing the nomination.
- Parks Canada is the State Party representative for Canada for World Heritage. World heritage nominations can only be submitted by the State Party.
- If Tr'ondëk-Klondike is inscribed to the World Heritage List in 2022, a stewardship committee will need to be created to oversee the implementation of the Management Plan. Annual costs to support the stewardship committee are estimated at \$90,000.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**Session Briefing Note****Fall 2021****Geographical Place Names**Tourism and Culture

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**Recommended response:**

- Geographical Place Names are an essential part of Yukon's heritage. They preserve a record of the territory's rich history and culture, giving the landscape power and meaning.
- The priority for the Yukon Geographical Place Names Program is reinstating traditional First Nation names.
- Yukon's Geographical Place Names program involves staff resources from Tourism and Culture, as well as the Yukon Geographical Place Names Board established under the Umbrella Final Agreement.

**Additional response:**

- Any Yukoner can submit an application to name or rename geographical features such as lakes, rivers and mountains, in a way that reflect our diverse cultures, history and landscape.
- Several First Nations have submitted applications for renaming geographic features, which are being processed by the department and Yukon Geographical Place Names Board.

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

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

**Background:**

- The Yukon Toponymist reviews geographic place name submissions and coordinates consultation with Yukon First Nations on whose traditional territories the geographical features are situated.
- The applications then go to the Yukon Geographical Place Names Board for review, which then makes recommendations to the Minister of Tourism and Culture.

**Session Briefing Note****Fall 2021****Geographical Place Names**Tourism and Culture

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- The Board did not meet for almost a year due to COVID-19 physical distancing requirements, health and safety concerns, and challenges with on-line meetings.
- A Board meeting last occurred in February 2021 to review submissions.
- The Yukon Toponymist position was temporarily vacant between August 2020 and April 2021. The position is now filled.
- Since November 2020, department staff have carried out consultation with Carcross/Tagish First Nation, Kwanlin Dun First Nation, Ta'an Kwach'an Council, Taku River Tlingit, and Teslin Tlingit Council regarding 36 submissions from Carcross/Tagish First Nation.
- The six-member Board lacks quorum, as one CYFN-appointed member has resigned, and there is also one vacancy of YG-appointed members.

**Specific topic area**

- 74(1)(a)
- A media report highlighted the fact that a number of place names in Yukon contain derogatory word. Discussions with First Nations are underway to explore the renaming of these features.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****C 13****Session Briefing Note****Fall 2021****Fossil Palaeo Resources Trade**Tourism and Culture

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**Recommended response:**

- Tourism and Culture is aware of the trade in mammoth ivory and received several reports of ivory being sold commercially during the summer of 2021.
- Tourism and Culture is currently examining options to address this issue and is in discussions with a number of partners regarding how to best protect heritage resources with scientific significance.
- Tr'ondëk Hwëch'in (TH) is an active partner in protecting heritage resources within their Traditional Territory, and we work collaboratively with respect to heritage resource management.

**Additional response:**

- There is long-standing collaboration between Yukon's palaeontology program and placer miners. Paleontological fossils that are of international scientific significance are often unearthed.
- All palaeontological finds in Yukon, including mammoth tusks and ivory, are Yukon heritage resources. They are protected under the *Heritage Resources Act* and are held in trust for Yukoners.

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

- There may be questions about the black market trade in protected fossils. The public will want to know that the department of Tourism and Culture is aware of this issue and is looking at new approaches to fossil management.
- 

**Background:**

- Fossil mammoth tusks and ivory are historic resources under the *Yukon Historic Resources Act*, and heritage resources under the *Umbrella Final Agreement*. All finds should be reported to Government of Yukon or First Nations governments.

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Tourism and Culture

- Most fossil mammoth tusks and ivory are found at placer gold mining operations in the Klondike goldfields.
- The *Placer Mining Land Use Regulation* requires placer miners to report all historic object discoveries (including palaeontological specimens) to the Chief Mining Inspector, who has authority to stop mining activity near the site of discoveries.
- There is a significant commercial market for fossil tusks and ivory, but Government of Yukon has no regulations or formal mechanisms in place to manage the surrender, release or sale of mammoth ivory.
- For years it was thought that the scientific value of most mammoth ivory was limited; however, newer technologies enable deeper study of tusks, and the scientific value of mammoth tusks and ivory is increasing in importance.
- Previous attempts to establish regulations for palaeontology under the *Historic Resources Act*, and specifically to address the commercial trade in fossils, has been met with hesitance and resistance by a variety of stakeholders. Without palaeontology regulations:
  - There is no process for permitting export of fossils outside the Yukon to the rest of Canada or internationally;
  - There is no process for transfer of ownership;
  - There is no protection of scientifically and nationally significant fossils;
  - 74(1)(a)
- Updating the *Historic Resources Act* (HRA) is one avenue to address fossil management. 74(1)(a)

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****C 14****Session Briefing Note****Fall 2021****MacBride Museum**Tourism and Culture

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**Recommended response:**

- The MacBride Museum Society receives \$182,000 annually to operate the MacBride Museums and \$50,000 annual to operate the MacBride Copperbelt Mining Museum through the Museum Contribution Program.
  - In 2021/22 the MacBride Museum Society will also receive \$62,000 in project funding through the Special Projects Capital Assistance program in support of an exhibit project and a security enhancement project.
  - The MacBride Museum Society received an additional \$217,407 in 2020/21 to pay the museum's outstanding taxes, and will receive an additional \$50,000 in 2021/22 and 2022/23 to pay for taxes in exchange for services to Yukon government.
- 

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

- MacBride Museum underwent a major expansion in 2016/17 and 2017/18 and has experienced ongoing challenges with increased operating expenses, property taxes, and maintenance costs.
  - There has been publicized conflict between the MacBride Museum and the City of Whitehorse concerning the MacBride Museum's tax arrears, which totaled \$217,407 in February 2021, prior to Government of Yukon providing financial support through a three-year fee for service agreement.
- 

**Background:**

- MacBride Museum is one of 19 museums and First Nation cultural centres that receive operational funding from the Department of Tourism and Culture through the Museum Contribution Program.
  - Funding for core operations provided to the museum from Yukon government has increased from \$23,500 in 2001/02 to \$232,000 (\$182,000 in core funding with an additional \$50,000 through the agreement for property tax) in 2021/22.
  - MacBride Museum is the only museum or cultural centre that receives more than \$130,000 annually, placing them in a funding tier of their own.
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**CONFIDENTIAL****C 14****Session Briefing Note****Fall 2021****MacBride Museum****Tourism and Culture**

- On October 7, 2016 Yukon government entered into a two-year transfer payment agreement with MacBride Museum to provide \$3,000,000 for the construction of an expansion to their existing museum. \$3,000,000 was also provided by the Government of Canada through the Canada Cultural Spaces Fund.
- In 2018/19 funding increased by \$38,000, (to \$220,000) for one year while the expansion project was underway to address lost revenue as a result of the project. Funding returned to \$182,000 in 2019/20.
- In 2020/21, MacBride Museum requested additional operational funding to pay for property taxes owed to the City of Whitehorse. Additional services, in exchange for increased funding, were agreed upon through a signed amendment to the existing three-year transfer payment agreement.
  - The total value of the three-year agreement is \$863,410.
  - Year 1 (2020-21) of the agreement is \$182,000 of core funding, and \$217,410 for tax arrears, paid directly to the City of Whitehorse.
  - Year 2 (2021-22) is \$182,000 of core funding, and \$50,000 for winter and shoulder season tourism experiences.
  - Year 3 funding is the same as Year 2.
  - \$232,000 will be provided in 2021/22. The \$50,000 extra was to enable shoulder season programming and help address the property tax bill.
- In addition to operational funding, in the last 10 years the museum has accessed project funding from the Special Project Capital Assistance Program. The museum was approved for 17 projects totaling \$472,487 during this time period.
- In total, including MCP, SPCAP and one-time funding, over \$6.1 million has been invested in MacBride Museum in the past decade (2012/13 – 2021/22) by the department. In the previous decade (2002/03-2011/12 \$2.3 million was invested).

**Approved by:**


Deputy Minister, Tourism &amp; Culture

September 22, 2021



0120

June 18, 2020

Rick Nielsen, Chair

MacBride Museum Society

Dear Mr. Nielsen,

**RE: MacBride Museum's City of Whitehorse Taxes**

77(1)(a), 77(1)(b), 77(1)(c), 74(1)(a)



77(1)(a), 77(1)(b), 77(1)(c), 74(1)(a)



Hon. Jeanie Dendys  
Minister, Tourism & Culture

cc. Premier Sandy Silver  
Minister Richard Mostyn  
Minister Ranj Pillai  
Minister John Streicker  
Deputy Minister Valerie Royle  
Deputy Minister Justin Ferbey  
Deputy Minister Jaime Pitfield  
Deputy Minister Matt King

**CONFIDENTIAL****C 15****Session Briefing Note****Fall 2021****Yukon Prize**Tourism and Culture

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**Recommended response:**

- The Yukon Prize for Visual Arts 2021 is in its first year and will award \$20,000 to one visual artist, and \$2000 to the other finalists. The six finalists were announced in June 2021 and the winner will be announced on November 20, 2021.
- The prize was privately co-founded, and the founders have been working in partnership with the Yukon Arts Centre, the Yukon Arts Foundation and arts professionals and supporters in Yukon and nationally to establish and promote this prize.
- The department of Tourism and Culture is a strong supporter of the Yukon Prize, and shares the objective of establishing a national profile. The department is working with the co-founders and is looking at options for how Yukon government arts programs and the Yukon Prize can support and complement one another.

**Additional response:**

- The department has directly supported the Yukon Prize initiative by providing input into prize development and promotion, and has supported artists with workshops to help them with the application process.

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

- The Yukon Prize initiative has been supported by the department of Tourism and Culture and there may be inquiries about the nature of this support.
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**CONFIDENTIAL****C 15****Session Briefing Note****Fall 2021****Yukon Prize****Tourism and Culture**

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**Background:**

- The Yukon Prize is open to artists who have been residents of the Yukon for a minimum two years and are engaged in creating original artwork, at least part time.
- 107 Artists applied before the March 31, 2021 deadline. Six finalists were announced June 24, 2021. There will be a September 18, 2021 opening at the Yukon Arts Centre to exhibit the finalists' art.
- The finalists are: Ken Anderson, Amy Ball, Krystle Silverfox, Sho Sho "Belelige" Esquiro, Joseph Tisiga and Veronica Verkley.
- The winner of the Yukon Prize will be announced at a gala event on November 20, 2021.
- Department staff provided feedback and input for the process of developing the Yukon Prize, including providing images from the YG photo catalogue for the website and promotion.
- Tourism and Culture provided photography for Yukon Prize applicants in Whitehorse through the Photography Unit, and funded a contract with Klondike Institute of Art and Culture (KIAC) to provide photography for applicants in Dawson.
- A series of workshops for visual artists was offered to help with the application process for the Yukon Prize (such as writing an artist statement and a biography).
- The French Language Services Directorate provided free translation services for the Yukon Prize news release to launch the program.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**Session Briefing Note****Fall 2021****Arctic Arts Summit**Tourism and Culture

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**Recommended response:**

- The Government of Yukon and the Canada Council for the Arts will co-host the third international Arctic Arts Summit in Whitehorse, Yukon. The Summit is scheduled for June 27-29, 2022 to coincide with the Adäka Cultural Festival.
- The key aim of the Arctic Arts Summit is to strengthen and promote circumpolar collaboration in the art and cultural sectors.
- 400 artists, cultural leaders, policy makers and participants from the cultural sector will attend from all of the countries that are members of the Arctic Council: Canada, the Kingdom of Denmark, Finland, Iceland, Norway, the Russian Federation, Sweden and the United States.
- Other participants include Mary Simon, Canada's first Indigenous Governor General, as well as a delegation of Ministers responsible for Culture nationally and internationally.
- A digital platform will launch on November 10, 2021 to offer lead-up programming and showcase content from all participating nations.

**Additional response:**

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

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

- The public may be interested in the Arctic Arts Summit and the Yukon's role in hosting this international event.
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**Session Briefing Note****Fall 2021****Arctic Arts Summit**Tourism and Culture

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**Background:**

- In 2017, staff from the department of Tourism and Culture attended the first-ever Arctic Arts Summit in Norway.
- The second Summit took place in Finland in 2019. Yukon First Nations Culture and Tourism Association (YFNCT) led a strong delegation with participants from Yukon, Northwest Territories and Nunavut.
- In February 2020, Canada Council chose Yukon to host the 2021 Arctic Arts Summit. Due to the pandemic, the Summit was later postponed to June 2022.
- The Arts Section has been working closely with the Canada Council and community partners and has signed: a Memorandum of Understanding (MOU) to facilitate a collaborative approach and outline the Parties' roles and expectations; a Letter of Agreement setting the terms and conditions governing the financial contribution from Canada Council to the Government of Yukon; and a transfer payment agreement with the Yukon Arts Centre for the coordination of the in-person summit.
- The draft budget for the in-person Summit is based on: \$160k from Canada Council; \$300k from YG; \$100k in registration fees; \$55k from Culture Quest for community programming in cultural centres.
- The Canada Council for the Arts will provide funding to YG for: \$70k for the branding/outreach and communications; and \$160k for the in-person summit.
- YG will contribute funding for: \$15k for branding/outreach and communications (from Arts budget); \$300k for the in-person summit (identified as a budget pressure for the department).
- Canada Council will also pay directly for: \$50k international liaison; \$160k for the digital platform partnership; \$200k for the digital content.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****C 17****Session Briefing Note****Fall 2021****Museums and Cultural Centres  
Policy**Tourism and Culture

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**Recommended response:**

- We are pleased to support 19 museums and First Nations cultural centres through financial agreements and expertise in collections management and conservation.
- These supports to museums and First Nation cultural centres are guided by a policy, which is now quite outdated. It no longer reflects the current realities and operational practices for museums and cultural centres
- A new Yukon Museums and First Nations Cultural Centres Policy is being initiated to update the roles and supports in the museums and cultural centres community.

**Additional response:**

- The policy will be high-level, with a clear vision, with the overarching goal of providing a foundation for a sustainable sector.
- This year's annual museums and cultural centres roundtable is focused on this initiative, and we look forward to the healthy and vibrant dialogue to come.

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

- Some Yukoners may not be aware of the Yukon Museums Policy that guides the relationship between the Yukon government and the museums and cultural centres we fund.
  - A number of museums and cultural centres regularly advocate for more funding.
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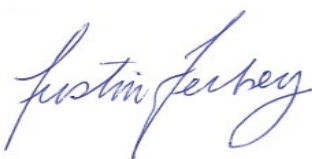
**Background:**

- Yukon museums and cultural centres preserve and celebrate Yukon's historical and cultural legacies, connecting past, present and future generations.

**CONFIDENTIAL****C 17****Session Briefing Note****Fall 2021****Museums and Cultural Centres  
Policy**Tourism and Culture

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- Yukon does not have a primary territorial museum and instead, Yukon government supports a decentralized network of 8 First Nation cultural centres, 3 municipal museums and 8 not-for-profit museums.
- The Yukon Museums Policy (1989) and the Yukon Museums Strategy (2005) are out-of-date and do not reflect the current operational realities.
- The decentralized network that includes both museums and cultural centres was developed prior to the Yukon First Nations Final Agreements, which include obligations for Yukon government. The existing policy does not recognize the distinct role that First Nation cultural centres play in sharing culture.
- A new Museums and Cultural Centres Policy will define who the policy applies to, how funding is allocated and under what funding structures, as well as outline the services that Yukon government provides to the sector.
- While the policy articulate how funding is allocated to museums, it does not determine the quantity of funding to be allocated. That authority funding rests with the Legislative Assembly and the policy does not bind the legislature.
- While policy discussions may lead to requests for funding increases, the department will be clear that whether funding should be increased is a separate issue from the necessary work of updating the policy.
- It is essential that a new Yukon Museums and Cultural Centres Policy is positioned to be responsive to ongoing changes.
- Once the policy is in place, museums and cultural centres may choose to develop separate strategies for identifying priorities, clear actions and performance indicators.

**Approved by:**

Deputy Minister, Tourism &amp; Culture

September 22, 2021

**CONFIDENTIAL****TAB 124****Session Briefing Note****Fall 2021****COVID-19 Government Wide Note**Health and Social  
Services**Recommended response:**

- Our government continues to follow the advice and recommendations of the Chief Medical Officer of Health.
- In response to this significant surge in COVID-19 cases in the territory and widespread community transmission in Whitehorse, our government re-instated a state of emergency on November 9, 2021.
- Declaring a state of emergency will allow temporary measures to be quickly implemented by the Chief Medical Officer of Health to rapidly decrease transmission and the protect the territory's healthcare capacity from becoming overwhelmed.
- New measures will be enforced through the *Civil Emergency Measures Act* on November 13, 2021, but Yukoners are strongly encouraged to follow these measures immediately.
- On October 15, 2021, we announced that all Yukon government employees and all frontline health care workers in the territory will be required to have at least one dose of a COVID vaccine by November 30, 2021. Mandatory vaccination will apply to all public servants, including teachers, as well as those who work in hospitals, long-term care homes, medical clinics and allied health care settings.
- The Government of Yukon is moving rapidly to implement the proof of vaccination requirement for designated settings, to align with the new recommendations from the acting Chief Medical Officer of Health.
- As of November 13, 2021, individuals will be required to provide proof that they have received two doses of an approved vaccine to access a designated setting. The list of designated settings is being finalized and will be made public before November 13, 2021.



**CONFIDENTIAL****TAB 124****Session Briefing Note****Fall 2021****COVID-19 Government Wide Note**Health and Social  
Services

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- It is expected that COVID-19 will present an endemic risk for many years to come. We are continuing to provide targeted public health measures to directly address COVID-19 where and when it emerges, and look at broader recommendations from the Chief Medical Officer of Health.
- Forging Ahead: Yukon's Continued Response to COVID-19 outlines our goals for ensuring the safety and well-being of Yukoners and how we will adapt to COVID-19 becoming a normal part of our lives.
- This plan includes the steps we are taking to limit the spread of disease, ensure Yukoners are connected to the social, mental and physical health supports and services they require, and move forward with our plan to help Yukoners to succeed.

**Additional response:**

- COVID-19 continues to have a disproportionate impact on our most vulnerable, including seniors, elders, and women, those with precarious or insecure housing, individuals living with chronic conditions, and unvaccinated individuals and those who do not yet have access to a COVID-19 vaccine.
- Our one government approach and close collaboration with communities, First Nations, local partners and non-government organizations allows us deliver the appropriate level of health and social care required to meet our community's needs and remain responsive to their concerns.
- Once a pediatric vaccine for individuals under the age of 12 is approved, our immunization teams will be ready to quickly reach this subset of the population.

**CONFIDENTIAL****TAB 124****Session Briefing Note****Fall 2021****COVID-19 Government Wide Note**Health and Social  
Services

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- We are focused on reducing the number of people susceptible to COVID-19 and its variants through partnerships with First Nation governments and First Nations, increased vaccination, maintaining our testing capabilities and the capacity of our health and social care system, providing supports to our most vulnerable, and implementing targeted measures to the areas of highest risk.

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

- With the lifting of many public health measures on August 4, 2021 and the state of emergency on August 25, 2021, there is interest in the Yukon's plans for moving forward while COVID-19 continues to present a threat.


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**Background:**

- The Yukon initially declared a State of Emergency on March 27, 2020. The initial State of Emergency ended on August 25, 2021.
- The Yukon declared State of Emergency again on November 8, 2021.
- Under the *Public Health and Safety Act*, the Chief Medical Officer of Health is responsible for monitoring, investigating, and responding to a communicable disease. The Act and the *Communicable Disease Regulations* provide the Chief Medical Officer of Health with a number of authorities to ensure the health and safety of Yukoners.
- The Yukon's original reopening plan, *A Path Forward: Yukon's Plan for Lifting COVID-19 Restrictions*, was released on May 15, 2021 and was informed by the available evidence on COVID-19, risk assessments and timelines for developing and delivering a vaccine.
- On March 5, 2021, an updated plan, *A Path Forward: Next Steps*, was released and outlined the thresholds for easing public health measures while also ensuring the health and safety of Yukoners.

**CONFIDENTIAL****TAB 124****Session Briefing Note****Fall 2021****COVID-19 Government Wide Note**Health and Social  
Services

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- An endemic can be understood as the stable spread of a disease from person-to-person without significant exponential growth amongst a population; or, the presence of a disease within a population but at a rate that does not see widespread transmission.
  - Despite having one of the highest vaccination rates in Canada, the Yukon was one of the first jurisdictions in the world to see how quickly COVID-19 could spread amongst a highly vaccinated population.

**Approved by:**November 9, 2021

Deputy Minister, Health and Social Services

[Date approved]

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

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**Recommended response:**

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

**Additional response:**

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Prepared for Minister responsible for  
the Yukon Housing Corporation

Date prepared: September 9, 2021

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

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

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**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.

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

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

**Housing Action Plan and Safe at Home Plan:**

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

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

Yukon Housing Corporation

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

**Land:**

- The Government of Yukon continues to make land available to support the construction of new housing for Yukoners. This includes land development work in Whistle Bend and in Yukon's communities, and work towards releasing the 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.

**Major investments in housing include:**

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

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

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- \$500 thousand under Municipal Matching Rental Construction;
- \$500 thousand under the Housing Initiatives Fund; and
- \$150 thousand under the Victims of Violence Program.
- \$3.6 million annually under the Housing Initiatives Fund, which is in its fourth year.
- \$2.4 million will flow to Yukon through a Northern Housing Fund under the National Housing Strategy.
- \$6.9 million for First Nation Energy Efficiency Program and \$8.4 million for Community Housing retrofits under the Low Carbon Economy Fund (LCEF). The funding is provided on a 75% (Canada) - 25% (territory) cost-matching ratio between 2019 and 2023.
- \$4.1 million for the construction of a Housing First residence for vulnerable individuals (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.
- We are improving our Community Housing program to enable more affordable and appropriate housing solutions for low-income Yukoners including direct provision of housing, rent subsidies and loans and grants programs.
- Currently, we offer over 700 homes through our social housing program in which eligible Yukoners pay 25% of their income for rent (rent-geared-to-income), support for 90 households through our rent supplement program and over 200 Yukoners through the Canada-Yukon Housing Benefit.
- Seniors are a priority for this government. We are working on the implementation of the Aging in Place Action Plan and, as we continue to modernize our community housing program, we will tailor our approach to meet the unique housing needs of seniors living in community housing.

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Yukon Housing Corporation

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

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

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

**Approved by:**

Mary Cameron  
President, Yukon Housing Corporation

September 9, 2021

[Date approved]



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

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**Recommended response:**

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

**Additional response:**

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

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

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

**Third response:**

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

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Energy, Mines and Resources

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

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

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

**Background:**Cost and economic impact

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

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

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

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

Targets

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

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

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

Progress

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

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

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

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

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

**Approved by:**


November 17, 2021

Deputy Minister of Environment

Date approved



Deputy Minister of Energy, Mines and Resources



Date approved

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

### Actions:

- **Action E5 (Energy Production):** Evaluate the potential to generate renewable electricity at remote historic sites co-managed by the Government of Yukon and Yukon First Nations by 2022.
  - 2020 Our Clean Future Annual Report- Action not started
  - 21/22= \$50,000
- **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.
  - 2020 Our Clean Future Annual Report- Action not started
  - 21/22=\$25,000
  - 22/23=\$40,000
  - 23/24=\$40,000
- **Action 110 (Innovation):** Establish and implement a framework to measure the sustainability of tourism development in Yukon by 2021.
  - 2020 Annual Report- Action in progress
  - 21/22=\$90,000
  - 22/23=\$50,000
  - 23/24=\$50,000
- **Action 111 (Innovation):** Develop and implement a system to track greenhouse gas emissions from Yukon's tourism industry by 2021.
  - 2020 Annual Report- Action in progress
  - 21/22=\$12,000
  - 23/24=\$12,000

### Human Resources:

1.0 FTE beginning in 2021-22 = \$100,000/per year

### Financial Resources:

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



## Department of Tourism and Culture Funding Programs

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## **Advanced Artist Award (AAA)**

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

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

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

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

**Intake:** Two application deadlines per year – April 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 Yukon. Projects vary but may include workshops, special initiatives, performance and event production.

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

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

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

**Intake:** Four application deadlines per year – the 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 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 applicant's activities.

## **Cultural Industries Training Funds (CITF)**

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

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

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

**Authority for the fund:** Department of Education - Labour Market

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

**Intake:** 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)*

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

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

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

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

**Authority for the fund:** Yukon Arts Policy

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

**Intake:** applications accepted throughout the year

**Budget:** \$120,000 available each year

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

## New Canadians Event Fund (NCEF)

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

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

**Authority for the fund:** Arts Policy

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

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

**Budget:** \$45,000 available each year

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

## **Touring Artist Fund (TAF)**

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

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

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

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

**Intake:** Four application deadlines per year - the 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.



## **On Yukon Time: Great Yukon Summer Edition**

COVID-19 Response A one-time funding opportunity in support of public events and festivals in the Yukon taking place between June 21 and September 30, 2021. The additional funding was to amplify and increase the reach of events.

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

**Authority for the Fund:** Management Board

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

**Intake:** Deadline was June 18, 2021.

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

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

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

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

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

The applicant must be one of the following:

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

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

**Decision-making:** Historic Sites Unit staff.

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

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

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

## **Yukon Historic Resources Fund (YHRF)**

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

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

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

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

**Intake:** One application deadline per year – March 15<sup>th</sup> at 5:00 pm PST.

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

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

## **Museum Contribution Program (MCP)**

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

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

A museum:

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

A museum must also:

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

**Authority for the fund:** Yukon Museums Policy (1989)

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

**Intake:** February 2020 (every three years)

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

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

## **Special Projects Capital Assistance Program (SPCAP)**

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

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

A museum:

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

A museum must also:

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

**Authority for the fund:** Yukon Museums Policy (1989)

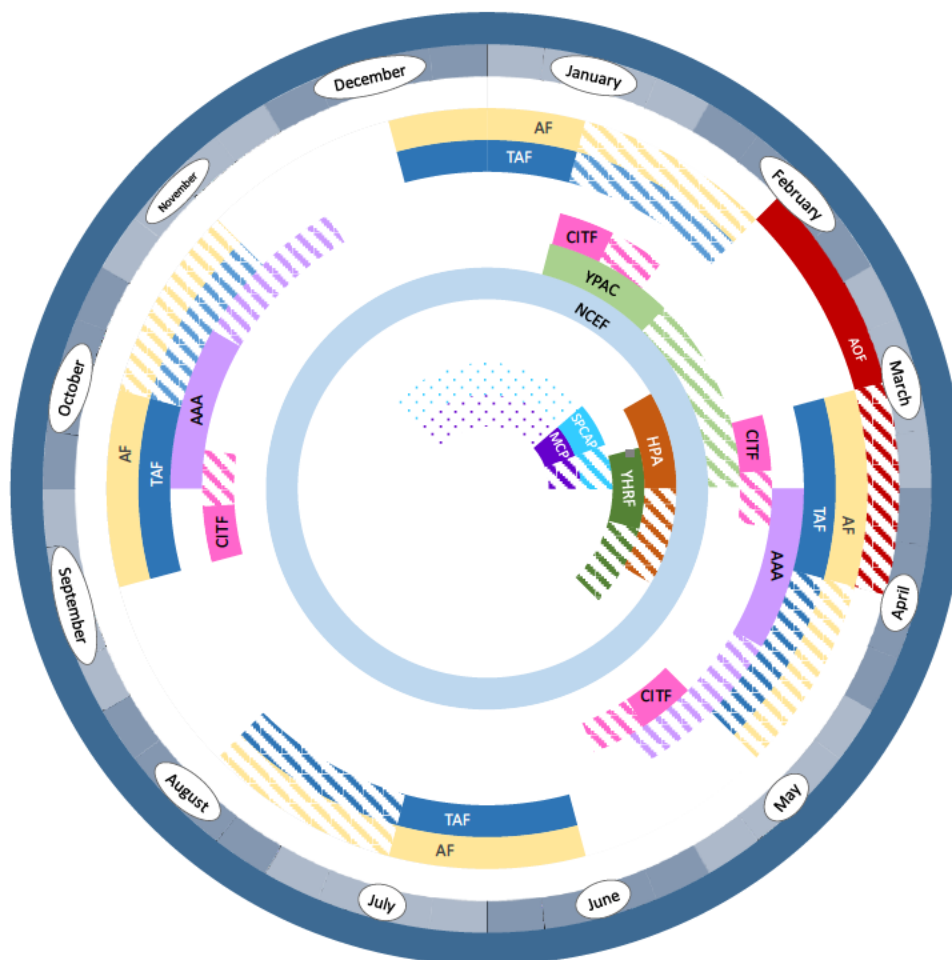
**Decision-making:** Museums Unit Application Review Panel assesses applications and makes recommendations on funding

**Intake:** February 12<sup>th</sup>, 2021 (annually in February)

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

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

## Cultural Services Branch Funding Cycle



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

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

**Authority for the fund:** N/A

**Decision-making:** Internal review.

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

**Budget:** \$25,000 available each year.

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



## **Tourism Cooperative Marketing Fund (TCMF)**

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

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

**Authority for the fund:** Management Board

**Decision-making:** Internal review.

**Intake:** On-going.

**Budget:** The TCMF has been increased to \$1,000,000 for 2021-22. Typically, \$700,000 available each year.

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

## **Tourism Accommodations Sector Supplement (TASS)**

COVID-19 Response This supplement has been added to the Yukon Business Relief Program (YBRP) and is administered by the Department of Tourism and Culture. The program was developed to support accommodations providers through this period of low occupancy due to the COVID-19 pandemic. The program was originally announced to cover losses incurred from October 1, 2020 to December 31, 2020, and has been extended twice, once until September 30, 2021 and again until March 31, 2022.

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

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

**Authority for the Fund:** Management Board

**Decision Making:** Internal review, based on eligibility criteria.

**Intake:** Extension deadline is March 31, 2022.

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

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

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

COVID-19 Response This supplement has been added to the Yukon Business Relief Program (YBRP) and is administered by the Department of Tourism and Culture. It provides more funding relief to Yukon's visitor-dependent, non-accommodation tourism sector. The program was originally announced to cover losses incurred between October 1, 2020 and December 31, 2021, and has been extended twice, once until September 30, 2021 and again until March 31, 2022.

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

- have reached or will reach their maximum under the Yukon Business Relief Program;
- provide services or experiences to visitors for at least 5 months per year;
- can demonstrate they attributed at least 60% of their 2019 revenue to tourism visitation; and
- are operating their business over the period they are seeking support.

**Authority for the Fund:** Management Board

**Decision Making:** Internal Review, based on eligibility criteria.

**Intake:** Extension deadline is March 31, 2022.

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

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

## **Yukon Elevate Tourism Program**

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

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

**Authority for the Fund:** Management Board

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

**Intake:** To be determined for 2021-22.

**Budget:** \$2.673 million contributed by the Canadian Northern Economic Development Agency, the Tourism Industry Association of the Yukon and the Department of Tourism and Culture. Tourism and Culture contribution, inclusive of administration costs is \$450,000.

**Applicant limits:** Up to \$20,000 per business across the two funding streams:

- 1) Professional mentorship: up to \$5,000 of professional services and business guidance; and
- 2) Adaptation projects: up to \$15,000 towards a project that supports business evolution.

## **Great Yukon Summer: Yukoner Travel Rebate Program**

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

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

**Authority for the fund:** Management Board

**Decision-making:** Yukon Chamber of Commerce

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

**Budget:** \$375,000

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

## **Great Yukon Summer: Campaign Development Program**

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

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

**Authority for the fund:** Management Board

**Decision-making:** Yukon Chamber of Commerce

**Intake:** Ongoing to March 31, 2022.

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

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

|    | A  | B             |
|----|--|---------------|
|    | <b><u>Department of Tourism and Culture</u></b>              |               |
|    | <b><u>Stakeholder Annual Funding for 2021-22</u></b>         |               |
| 1  |  |               |
| 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 |  |               |
| 11 | <b>First Nations (Historic Sites):</b>                       |               |
| 12 | Selkirk First Nation (Fort Selkirk)                          | \$147,000     |
| 13 | Tr'ondek Hwech'in First Nation (Forty Mile)                  | \$95,000      |
| 14 | Carcross Tagish First Nation (Conrad)                        | \$7,500       |
| 15 | Vuntut Gwitchin First Nation (Rampart House)                 | \$60,000      |
| 16 |  |               |
| 17 | <b>Archives:</b>   |               |
| 18 | Yukon Council of Archives                                    | \$75,000      |
| 19 | Friends of the Yukon Archives Society                        | \$4,000.00    |
| 20 |  |               |
| 21 | <b>Arts:</b>   |               |
| 22 | Friends of the Yukon Permanent Art Collection (acquisitions) | \$30,000      |
| 23 | Dawson City Arts Society                                     | \$425,000     |
| 24 | Dawson City Arts Society (Culture Quest)                     | \$157,000     |
| 25 | Northern Cultural Expressions Society                        | \$345,000     |
| 26 | Yukon Art Society  | \$82,000      |
| 27 | Yukon Art Society (Artist in the School Program)             | \$100,000     |
| 28 | Yukon Arts Centre (operating)                                | \$891,657     |
| 29 | Yukon Arts Centre (Old Fire Hall/Wharf)                      | \$175,000     |
| 30 | Yukon First Nations Culture and Tourism Association          | \$160,000     |
| 31 | All-City Band Society  | \$25,000      |
| 32 | Association franco-yukonnaise                                | \$20,000      |
| 33 | Blue Feather Musical Society                                 | \$27,500      |
| 34 | Community Choir of Whitehorse                                | \$30,900      |
| 35 | Dawson City Music Festival Association                       | \$59,400      |
| 36 | Guild Hall Society   | \$108,000     |
| 37 | Gwaandak Theatre Society                                     | \$64,800      |
| 38 | Heart of Riverdale Community Centre                          | \$50,000      |

|    | A   | B         |
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|    | <b><u>Department of Tourism and Culture</u></b>                           |           |
| 1  | <b><u>Stakeholder Annual Funding for 2021-22</u></b>                      |           |
| 39 | Jazz Yukon  | \$33,700  |
| 40 | Junction Arts and Music Society   | \$32,600  |
| 41 | Longest Night Society   | \$18,000  |
| 42 | Nakai Theatre Ensemble  | \$62,000  |
| 43 | Northern Lights School of Dance Society                                   | \$28,000  |
| 44 | Rotary Club of Whitehorse   | \$10,000  |
| 45 | Village of Mayo   | \$8,000   |
| 46 | Whitehorse Concerts   | \$39,300  |
| 47 | Yukon Bluegrass Music Society   | \$28,000  |
| 48 | Yukon Film Society  | \$89,000  |
| 49 |   |           |
| 50 | <b>Museums and Cultural Centres:</b>                                      |           |
| 51 | Yukon Historical and Museums Association                                  | \$74,000  |
| 52 |   |           |
| 53 | Kwanlin Dün First Nation (Kwanlin Dün Cultural Centre)                    | \$130,000 |
| 54 | Carcross/Tagish First Nation (Carcross/Tagish Learning Centre)            | \$130,000 |
| 55 | Champagne Aishihik First Nation (Da Kų Cultural Centre)                   | \$130,000 |
| 56 | Dawson City Museum Society  | \$130,000 |
| 57 | Keno Community Club (Keno Mining Museum)                                  | \$50,000  |
| 58 | Kluane Museum of History Society  | \$50,000  |
| 59 | Little Salmon/Carmacks First Nation ( Tagé Cho Hudän Interpretive Centre) | \$50,000  |
| 60 | MacBride Museum Society(Copperbelt Railway and Mining Museum)             | \$50,000  |
| 61 | MacBride Museum Society   | \$182,000 |
| 62 | Selkirk First Nation (Big Jonathan House)                                 | \$50,000  |
| 63 | Teslin Historical & Museum Society (George Johnston Museum)               | \$50,000  |
| 64 | Teslin Tlingit Council (The Teslin Tlingit Heritage Centre)               | \$130,000 |
| 65 | Town of Faro (Campbell Regional Interpretive Centre)                      | \$40,000  |
| 66 | Town of Watson Lake (Northern Lights Centre)                              | \$40,000  |
| 67 | Tr'ondek Hwech'in First Nation (Dänojà Zho Cultural Centre)               | \$130,000 |
| 68 | Village of Mayo (Binet House)   | \$40,000  |
| 69 | Vuntut Gwitchin First Nation (John Tizya Centre)                          | \$50,000  |
| 70 | Yukon Church Heritage Society (Old Log Church Museum)                     | \$80,000  |
| 71 | Yukon Transportation Museum Society                                       | \$130,000 |
| 72 |   |           |



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