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**Session Briefing Note****New Convention Centre in  
Whitehorse**Tourism and Culture

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**Recommended response:**

- Following this summer's Request for Proposals, the Chu Níkwän Development Corporation (CNLP) emerged as the highest ranked proponent with their concept for a building adjacent to the Kwanlin Dün Cultural Centre along the Whitehorse waterfront.
  - Differentiating factors in favour of CNLP included venue size, overall event capacity, cost, location, Yukon First Nation involvement and long-term operational viability.
  - Discussions will begin with CNLP to further develop their design, establish detailed owner requirements and specifications and explore a 25-year lease. A formal announcement with design specifics and further details will be made when negotiations are complete.
- 
- Yukon government is working with the Yukon Convention Bureau (YCB) toward the development of a new convention centre in Whitehorse. The Request for Proposals stage closed on August 4, 2023, with two proposals submitted.
  - The RFP evaluation process has been completed.
  - The Technical Advisory Committee established for this project delivered a comprehensive presentation to the RFP Evaluation Steering Committee at a session on October 05 and 06, outlining the evaluation methodology and findings.
  - The Technical Advisory Committee made a recommendation to the RFP Evaluation Steering Committee on a Highest Ranked Proponent (HRP).

**Session Briefing Note****New Convention Centre in Whitehorse**Tourism and Culture

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**Additional response:**

- The RFP issued on March 10, 2023 sought proposals from proponents who have access to land in the Whitehorse area suitable for a convention centre with capacity of 750 to 1000 attendees.
- We do not yet have firm, final cost estimates. The federal government has expressed interest in making a significant capital contribution to this project as well. Construction funding will not be needed until later this fiscal year, at the earliest, with the bulk of new funding needed in 2024/25 and beyond.
- This project has been identified as a priority item in my 2023 Mandate Letter from the Premier, with completion anticipated in 2025-26.

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

- There is strong interest in this project within the tourism industry and the general business community. The public will also be curious about what is being planned.
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**Background:****Need for a New Convention Centre:**

- Due to a lack of suitable convention space, the Yukon is currently turning down MICE business (Meetings, Incentive travel, Conferences and Events). MICE business is a strong economic driver, contributing to year-round, high-yield tourism visitation.
- The Yukon's former convention centre was too small to meet demand and is no longer operating.
- A new convention centre will lead to a range of benefits. In addition to being a visitor destination, it will be a gathering place for Yukoners to hold local events and festivals, which are currently constrained by a lack of sufficient venues.

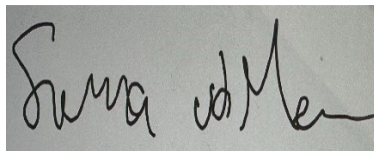
**Funding:**

**Session Briefing Note****New Convention Centre in  
Whitehorse****Tourism and Culture**

- We are working to confirm Canada's funding contribution. The amount of funding required will depend on the proposals received and amount proponents are willing to invest from their own resources.

**Evaluation Committees:**

- RFP Evaluation Steering Committee:  
Alida Munro, Project Director; YCB Managing Director  
Eddie Rideout, YCB Vice President; Wayfarer Restaurant  
Craig Hougén, Hougén Group  
Anne Lewis, CSR Management  
Former CAFN Chief Steve Smith, Community Rep  
Former DM of Tourism and Culture Vicki Hancock, Community Rep  
Eduardo Lafforgue, Director of Tourism, YG  
Jonathan Parker, ADM, Operations, Tourism and Culture, YG
- Technical Evaluation Committee:  
Jon Sivertson, GainingEdge consultants. Areas of expertise: financial, commercial, operational.  
Helmut Johannsen, Johannsen Law. Areas of expertise: legal, commercial.  
John Berg and Brandon Morris, Stantec (Whitehorse). Areas of expertise: construction and maintenance, architecture.

**Approved by:**

Nov 8, 2023

Deputy Minister, Tourism and Culture

[Date approved]

**Session Briefing Note****Whitehorse Airport Upgrades –  
Impact on Condor**Tourism and Culture

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**Recommended response:**

- Erik Nielsen Whitehorse International Airport will be undergoing critical upgrades over the next few years.
- This means some larger aircraft will not be able to land in Whitehorse, notably the Condor Boeing B-767 aircraft, currently operated by Condor.
- In addition, Condor has confirmed that it plans to switch to the Airbus A-330 aircraft in 2024. The Whitehorse airport is not rated to accommodate this aircraft even with planned airport upgrades.
- 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 seasonal air service from Frankfurt to Whitehorse since 1999.

**Additional response:**

- Tourism and Culture has convened discussions with Highways and Public Works, Condor, and Air North. We are committed to exploring ways to continue visitation by Condor's client base over the long term.
- While Condor annually brings 5,000 passengers from German-speaking Europe to the Yukon, approximately 15,000 passengers from German-speaking Europe arrive through other routes, connecting through southern gateways such as Edmonton and Vancouver.
- Air North – Yukon's Airline is working with Condor to make up as much of the 5,000 passenger gap as possible, through interline connections with Condor and with a larger Air North aircraft.

**Session Briefing Note****Whitehorse Airport Upgrades –  
Impact on Condor**

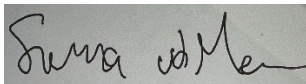
Tourism and Culture

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

- The tourism industry will be looking for updates and information on mitigation measures being developed by the Yukon government.

**Background:**

- German speaking European travellers represent Yukon's longest staying and highest spending travellers.
- 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.
- In over 20 years bringing flights to the Yukon, Condor's service has resulted in approximately \$100M in economic activity to the Yukon's economy (source: Vector Research).
- Since the airline began to fly to the Yukon, visitation from the German-speaking markets increased to approximately 15,000 passengers per year travelling on all carriers.

**Approved by:**

Deputy Minister, Tourism and Culture

September 1, 2023

[Date approved]

## Session Briefing Note

FALL 2023

### Whitehorse Airport Airside Improvements

Highways and  
Public Works

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#### Recommended response:

- The Government of Yukon is making crucial investments to the Yukon's infrastructure to provide Yukoners with safe and reliable aviation infrastructure for years to come.
- 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 current standards.
- This work will support current and future airport operations.
- Improvements completed to date include upgrades to:
  - the parallel runway;
  - the taxiways;
  - apron panels; and
  - developing airport land for institutional and commercial uses.

#### Additional Response: YG v. Norcope Enterprises Ltd. Judgement

- The previous apron replacement project completed in 2014 has been the subject of legal proceedings between the Yukon government and the constructor, Norcope Enterprises Ltd. since 2017.
- On November 14, 2022, the Supreme Court of Yukon released its decision that Norcope has been ordered to pay the Yukon government \$2.3 million in damages.
- Norcope Enterprises Ltd. appealed the November 14, 2022, decision. The appeal was argued on November 20 and 21, 2023, and the Court of Appeal has reserved its decision.
- As the matter is before the court, we cannot comment further at this time.

**Session Briefing Note****FALL 2023****Whitehorse Airport Airside Improvements**Highways and  
Public Works

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**Additional response: Main runway reconstruction**

- The \$160.7 million contract to reconstruct the main runway was awarded to Flatiron Constructors Canada Limited on May 19, 2023.
- The proposed work is scheduled for the 2023, 2024 and 2025 construction seasons, and we anticipate it will be completed by 2026.
- While this is a large project, we expect there to be minimal disruptions overall for the travelling public.
- We will be working closely with aviation stakeholders to minimize impacts on their operations during the construction period.
- This year's work involved preparation for the main runway reconstruction including airfield drainage improvements, water and sanitary line extensions, fencing to secure the worksite, and construction of two access roads to the parallel runway in preparation for next year's construction season.
- In the following years, major reconstruction work will begin on the main runway. This will include fully replacing the main runway and adding additional features such as increased lighting.
- On August 3, we held an information session for aviation stakeholders about the project.
- On September 28, we held an information session for tourism stakeholders about the project.

**Additional response: Airport Classification Change**

- In the long term, the Government of Yukon will be evaluating how Erik Nielsen Whitehorse International Airport could support larger aircraft.



## **Session Briefing Note**

**FALL 2023**

### **Whitehorse Airport Airside Improvements**

Highways and  
Public Works

- To increase the service level at the Whitehorse Airport from an AGN IV to an AGN V, there are a number of program and infrastructure investments that would need to be made.
- These additional investments would include increasing:
  - aircraft rescue firefighting resources;
  - aircraft maneuvering surfaces;
  - space and processing capacity for Canadian Border Services; and,
  - passenger processing and screening facilities.
- While additional investments are required to support this category change, the length and width of the existing and new main runway will not limit the Whitehorse Airport from supporting the larger AGN V aircraft.

#### **Additional response: Community Development Agreements**

- We have entered into two Community Development Agreements for work on the main runway, one with Kwanlin Dün First Nation, and one with the Ta'an Kwäch'än Council.
- Both agreements are tailored to maximize socioeconomic benefits that are important to each community such as employment, subcontracting, training and workforce and business development.
- An example of implementation of these agreements is the subcontracting work performed by First Nations businesses.
- Additionally, the contractor held a job fair this past August targeted at employment for First Nations citizens. Another job fair will be held prior to next season's start-up.

## Session Briefing Note

FALL 2023

### Whitehorse Airport Airside Improvements

Highways and Public Works

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- Community Development Agreements are government-to-government agreements, and the content is confidential.
  - The framework for these agreements was developed as part of the Yukon First Nations Procurement Policy. We are working closely with both First Nation governments to implement these two agreements.

#### Additional response: Parallel runway upgrades

- The construction tender to upgrade the parallel runway was awarded to Terus Construction Ltd and Skookum Asphalt for approximately \$21 million. Construction began in spring 2023.
- To meet Transport Canada regulations, this summer we extended the runway safety area of the parallel runway. This required an infill of some of the Puckett's Gulch area, which involved relocating the airport fence line, clearing trees, and removing some vegetation to build a stable slope.
- The parallel runway was closed in September 2023 to allow the contractor for the main runway replacement to complete site preparation work for the main runway project in the vicinity.
- The final runway work includes grooving, painting that is now complete, and some electrical work which we expect will be finished at the end of November.

#### Additional response: Condor

- During the reconstruction of the main runway, the parallel runway will be used as the primary runway. The parallel runway will be limited to Boeing 737 aircraft or smaller.
- In the meantime, Condor has announced it is changing aircraft in 2024 to larger A330 models.

**Session Briefing Note****FALL 2023****Whitehorse Airport Airside Improvements**Highways and  
Public Works

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- Of interest, the new A330 aircraft would not be able to land at Erik Nielsen Whitehorse International Airport regardless of the planned construction and despite the new main runway.
- Air North has secured interline agreements with Condor that allows travellers to connect to the Yukon through Edmonton, Calgary or Vancouver.

**Additional response: Taxiway and tenant lease area upgrades**

- The construction tender for the realignment, paving and lighting of Taxiway G, and associated improvements to lease parcel servicing was awarded, and work started in spring 2022.
- These improvements are ongoing and expected to be substantially complete this fall.
- During this construction, Highways and Public Works will continue to communicate with airport stakeholders.

**Additional response: Maintenance facility**

- Planning work is underway for the replacement of the airport maintenance facility, critical to the operation of the airport.
- The new facility is being considered in a location on the east bench of the airport to maximize the land available for commercial aviation operators on the west bench of the airport.
- Construction is taking place this year for utility upgrades needed for development of the east bench of the airport. Timelines for construction and demolition of the maintenance facility will be announced in a future capital budget.

# Session Briefing Note

**FALL 2023**

## Whitehorse Airport Airside Improvements

Highways and Public Works

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

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

### Background:

- A major patching program was undertaken in 2017 for the main runway, which was primarily aimed at reducing potential foreign object debris.
- A Hot-In-Place asphalt recycling rehabilitation was completed in 2018, which was estimated to extend runway life by an additional five years. This allowed time for the options analysis and planning of a more robust surface treatment, including subsurface drainage and lighting.
- In summer 2022, pavement friction results for the main runway began to decline to levels which triggered remedial action.
- In 2022, a surface texturing treatment was performed to restore the main runway to an acceptable condition.
- Pavement friction numbers have begun to decline again, and the surface texturing treatment will be repeated in September.

Approved by:

*C. Harwood*

November 22, 2023

Deputy Minister, Highways and Public Works

Date Approved

### Nun Cho Ga and Collaborative Management of Palaeontology Resources

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Tourism & Culture

#### Recommended response:

- Collaborative work is underway with Tr'ondëk Hwëch'in to protect and preserve "Nun cho ga", the mammoth calf recovered from the Klondike goldfields on June 21, 2022.
- Ongoing discussions and work has been carried out to ensure that Nun cho ga remains preserved and cared for appropriately from cultural and scientific perspectives.
- This work demonstrates collaborative heritage management with Tr'ondëk Hwëch'in, as envisioned by the Yukon Forum Heritage Working Group.

#### Additional response:

- Nun cho ga is secure within the traditional territory of the Tr'ondëk Hwëch'in and is closely monitored to ensure the mammoth calf remains frozen.
- All communications and research activities involving Nun cho ga are being developed and implemented in a collaborative manner between the Yukon government and the Tr'ondëk Hwëch'in.

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

- This find is a very exciting discovery; media and scientists' enquiries have been frequent and continual.

# Session Briefing Note

**HOT 4**  
**Fall 2023**

## **Nun Cho Ga and Collaborative Management of Palaeontology Resources**

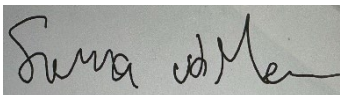
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Tourism & Culture

### **Background:**

- This discovery marks the first near-complete and best-preserved mummified woolly mammoth found in North America.
- Tr'ondëk Hwëch'in elders named the mammoth "Nun cho ga", which means "Big Animal Baby" in the Han language.
- A preliminary examination of the woolly mammoth suggests she is female and was 30 to 35 days old. Geologists suggest that Nun cho ga died and was frozen in permafrost during the ice age over 30,000 years ago.
- Tourism and Culture, and Energy, Mines and Resources staff have worked closely with Tr'ondëk Hwëch'in staff and Elders during summer 2023 sharing cultural and scientific knowledge.
- Tourism and Culture and Tr'ondëk Hwëch'in are determining the next steps for the preservation, protection, and interpretation of the mammoth calf.
- Tr'ondëk Hwëch'in purchased and installed a new walk-in freezer for Nun cho ga which provides proper temperature controls.

### **Approved by:**



October 16, 2023

Deputy Minister, Tourism and Culture

[Date approved]

**Session Briefing Note****Fall 2023****Yukon 125th Anniversary  
Initiatives**Tourism and Culture

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**Recommended response:**

- In honour of Yukon's 125<sup>th</sup> anniversary of joining confederation, the department led several extra programs and initiatives.
- Over the summer, the Yukon 125 fund distributed \$400,000 to 67 projects across Yukon communities.
- Projects included community BBQs, mural painting, special anniversary events, and repairs, such as the neon Yukon Theatre sign.
- We're proud of the broad reach and meaningful impact this funding opportunity offered this summer.
- We are also grateful to our partner, the Yukon Historical and Museums Association, for its role in administering the fund and ensuring great outreach.

**Additional response:**

- The department also coordinated a new Instagram page that is posting 125 days of notable Yukon content. If you don't follow it yet, the handle is @125Yukon and we have many more fascinating posts to go.
- Lastly, the 125 Prize will be decided later this year, which will offer 3-5 individuals or groups up to \$125,000 to achieve something extraordinary in the Yukon (see also HOT6 - 125 Prize).

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

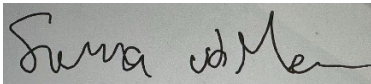
- People are interested in how the commemorative year was honoured.
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**Session Briefing Note****Fall 2023****Yukon 125th Anniversary  
Initiatives**Tourism and Culture

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**Background:**

- The various funding and other initiatives were primarily delivered by Tourism and Culture and through partnerships.
- A special sitting was held in Dawson City to commemorate the 125<sup>th</sup> anniversary of joining confederation.
- A new logo, using Yukon place brand themes, was prepared for the occasion, and it was used in a new flag amongst other uses.

**Approved by:**

August 25, 2023

Deputy Minister, Department

[Date approved]



**Recommended response:**

- The 125 prize is a unique opportunity for Yukoners to achieve something extraordinary, whether an individual pursuit or a collective project.
- These projects will build pride in the Yukon, raise awareness about the Yukon's bold and innovative spirit, and allow Yukoners to participate in following these 3-5 chosen projects on social media over the next year.
- The department received 93 eligible expressions of interest, and a review process resulted in a preliminary shortlist.
- The shortlist of finalists will be announced at an event on October 19, and videos by the finalists will be available publicly on October 20.

**Additional response:**

- The review group was interdepartmental and comprised of six Yukon government officials from various departments.
- The total amount of this fund is \$250,000, which will deliver a variety of dividends in terms of community support and Yukon destination awareness.
- The final selection will be made later this fall by a committee of prominent Yukoners.

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

- Many Yukoners will be interested in the outcome of this novel fund.
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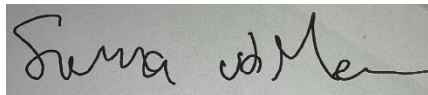
**Background:**

- The fund had very broad guidelines, so we received a large variety of proposals.

**Session Briefing Note****Fall 2023****125 Prize**Tourism and Culture

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- Proposals ranged from extreme adventures, larger-than-life art installations, and unique and bold ways of engaging with Yukoners of all descriptions.
- We look forward to seeing the final selection later in the fall.

**Approved by:**

August 25, 2023

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Deputy Minister, Department of  
Tourism and Culture

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[Date approved]

## **Session Briefing Note**

### **UNESCO World Heritage Nomination**

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Tourism and Culture

#### **Recommended response:**

- A 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 the Government of Yukon, Parks Canada, and the City of Dawson.
- Tr'ondëk-Klondike is a testament to Tr'ondëk Hwëch'in's enduring relationship with the land and their successful adaptation to a dramatically changing world initiated by the Klondike Gold Rush.
- The International Council for Monuments and Sites (ICOMOS) has recommended that Tr'ondëk-Klondike, Canada, be inscribed on the World Heritage List.

#### **Additional response:**

- The site includes eight component parts that 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 this project and will continue to work together on a Stewardship Committee to implement the management plan.

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

- Inscription as a World Heritage Site is cause for celebration and further implementation action.
- This will generate substantial media attention locally and globally.

## Session Briefing Note

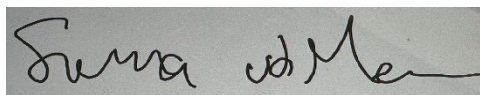
### UNESCO World Heritage Nomination

## Tourism and Culture

#### Background:

- The Advisory Committee worked from 2013 to 2017 to develop a nomination for Tr'ondëk-Klondike. This nomination was recalled by the State Party for further work on the nomination. A new concept proposal was submitted to ICOMOS for an upstream review in 2019, and a new nomination was developed by conducting research, heritage values workshops with stakeholders, and management planning exercises. The new nomination was submitted in 2021.
- Costs for the development of the 2021 nomination were \$254,000, with Government of Yukon providing \$80,000. The remainder of the funds were provided by Parks Canada and the Canadian Northern Economic Development Agency. In addition, Government of Yukon provided staff time valued at approximately \$50,000 to support preparing the nomination.
- A Stewardship Committee, composed of representatives from each party will collaboratively implement the Management Plan as per the MOU. Government of Yukon is expected to contribute to the implementation, approximately \$50,000 per year.
- Tr'ondëk-Klondike is a serial property that includes eight component parts. These have been significant resource areas for the Tr'ondëk Hwëch'in's ancestors for thousands of years and were fundamentally transformed during the colonial occupation of these lands.
- The sites also testify to the intense upheaval that impacted the Indigenous people between 1874 and 1908, their dispossession from, and marginalization in, their ancestral land. The component parts are also places where, through the endurance and revival of traditions, the Tr'ondëk Hwëch'in have fostered and maintained their distinct cultural identity.

#### Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

Prepared for Minister Streicker  
Tourism and Culture

Date prepared: August 25, 2023  
Last Updated: n/a

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**Session Briefing Note****Fall 2023****Tourism Industry Labour Needs**Tourism and Culture

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**Recommended response:**

- The Yukon government recognizes labour shortages are impacting the tourism sector. In calls with tourism ministers across Canada, every jurisdiction has identified this as one of the most pressing issues facing the industry.
- Yukon government has a number of initiatives in place through the department of Economic Development to help address labour market shortages.
- In addition, the Department of Tourism and Culture has undertaken measures to address labour issues in the tourism sector.
- To help attract tourism workers to the Yukon:
  - The department developed a recruitment brochure using the Yukon Place Brand visual identity, which is available to all government departments and Yukon businesses for use at job fairs and in recruitment campaigns for all Yukon sectors.
  - As well, the Tourism Industry Association of the Yukon participated in the Premier's Fall 2023 Asia Mission to Japan and India to promote the Yukon as a destination for tourism employment.
- To expand tourism employee housing, the department has:
  - Supported the Klondike Visitors Association (KVA) in developing "The Village off King" seasonal housing project.
    - This project includes ten partially-furnished wall tents, washrooms and a cook shack, just off King Street in downtown Dawson City. It will be fully operational at the beginning of May 2024.

**Session Briefing Note****Fall 2023****Tourism Industry Labour Needs**Tourism and Culture

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- Supported Cabin Fever Adventures/ Bistro on Bennet in developing a staff housing facility for tourism sector workers in Carcross.
  - This facility features accommodations for 24 seasonal employees and will be operational for the 2024 summer tourist season.

**Additional response:**

- The Department is also an active participant at the Canadian Council of Tourism Ministers (CCTM), whereby senior leadership discusses and puts forward recommendations on how to improve the tourism sector on a national level. These recommendations centre on the topics of Tourism Labour Force, Economic Development, and Destination Access. The Yukon was proud to lead the Economic Growth Working Group at the CCTM table in 2023.
- At the federal level, the Government of Canada has committed to welcoming record numbers of immigrants to the country over the next few years. They have also directed additional resources to address the backlog of immigration programs to facilitate a more streamlined process to bring critical workers into the country.

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

- Many tourism businesses continue to experience significant challenges with recruiting and retaining employees.

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**Background:**

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

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- Recruiting, training and retaining staff across all tourism sectors were challenges prior to COVID-19. These were identified as priorities to address in the Yukon Tourism Development Strategy.
- We are committed to working with industry, the Yukon Tourism Advisory Board, other Yukon government departments, and the federal government to find sustainable solutions.
- Canada as a country has been facing a persistent labour shortage averaging roughly 1 million unfilled jobs since the final quarter of 2021, which is 80% higher than pre-pandemic levels.
- Canada's immigration application backlog also hit a historic high in August 2022.

**Approved by:**

Sierra van der Meer

August 25, 2023

\_\_\_\_\_  
Deputy Minister, Tourism and Culture\_\_\_\_\_  
[Date approved]

**Session Briefing Note****Fall 2023****Carcross and Tourism**Tourism and Culture

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**Recommended response:**

- The Department recognizes the challenges and opportunities for responsible tourism development and management in Carcross and provides support to address issues as they arise.
- As part of a pilot project, Tourism and Culture is investing in projects identified by Carcross businesses and organizations that support broader destination and community development. Funding was provided to:
  - Carcross Tagish Limited Partnership (CTLP) to develop a Master Plan for the Carcross Commons and implement the plan with the goal of increasing visitor capacity and visitor experiences;
  - Cabin Fever Adventures to develop a staff housing unit for tourism sector workers in the community (expected opening spring 2024)
  - Caribou Crossing to re-brand and develop and implement a marketing strategy to diversify their audience; and
  - Caribou Hotel to rebuild and upgrade their 11 hotel rooms, the kitchen, the restaurant and the saloon (expected opening spring 2024).

**Additional response:**

- The department also:
  - Worked with Highways and Public Works to improve signage on the public restrooms in the community;
  - Worked with local businesses to improve the route for large buses in the community;
  - Is organizing Tourism Cafés to discuss issues and opportunities with Carcross tourism stakeholders.



**Session Briefing Note****Carcross and Tourism**

## Tourism and Culture

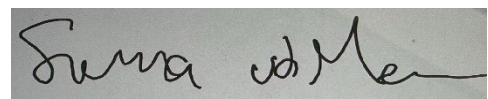
- With the help of CTLP, they installed an automatic people counter at the public washroom doors to collect data and report on usage patterns to optimize the building's water delivery schedule.
- Is attending Local Advisory Council meetings semi-regularly to ensure the needs of the community are understood within the community context.
- Is participating in interdepartmental Carcross meetings with employees from Community Services, Economic Development, and Highways and Public Works to better align and collaborate on services and issues within the community.

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

- The community of Carcross has mixed views on the benefits of tourism. It is important to demonstrate that Tourism and Culture is aware of issues in Carcross and is committed to managing them and supporting the community.

**Background:**

- Our partners in Carcross see tourism as having great potential, but they want it to be better managed – with more direct benefits to local businesses and residents.
- Consistent with the Yukon Tourism Development Strategy (YTDS), the Yukon government has a key role in supporting tourism in Carcross and ensuring the destination is managed sustainably.

**Approved by:**


August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

## **Session Briefing Note**

### **Welcome to Yukon Signs**

Tourism and Culture

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#### **Recommended response:**

- Welcome to Yukon signs are located at key points of entry into 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”. There is \$275,000 for new sign design and fabrication in Tourism and Culture’s capital budget for 2023/24.
- The new signs are an opportunity to showcase the Yukon Place Brand and to incorporate local artwork into the highway signs.
- Signs are proposed to be installed in both pedestrian locations in Whitehorse and at eight highway border locations, and the Whitehorse and Dawson City airports.

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

- The design of new welcome to Yukon signs will be of interest to Yukoners.

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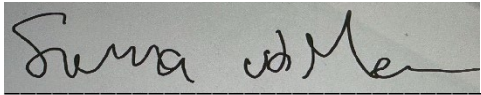
#### **Background:**

- The Department of Tourism and Culture is working with Fathom Studios to design new Welcome to Yukon Signs. The department’s marketing agency of record, Cossette Communications, in partnership with Aasman Brand Communications, is providing input into integrating elements of the new Yukon Place Brand.
- We now have two “Welcome to Yukon” sign concepts based on the Place Brand:
  - I. Large (8 meter long) three-dimensional, interactive installations that can be backdrop for photos. These can be installed at pedestrian locations such as the Whitehorse VIC.
  - II. Smaller (2m wide X 3m tall) two-dimensional signs for highway locations. Highway signs will incorporate local art sourced from a public call for art.

**Session Briefing Note****Welcome to Yukon Signs**Tourism and Culture

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- Fabrication and installation of signs will be a phased approach beginning in summer 2024. The proposed first 8m sign installation will be in Whitehorse to gauge public reaction and to create interest. Installation of highway signs will be prioritized based on access and condition of existing signs.
- The Design concepts for the 8m and 2m signs were presented to the Place Brand Advisory Committee in August 2023, and were received favourably.
- Targeted engagement will take place prior to installation of signs with opportunities for communities to participate in the selection of art for the 2m signs.

**Approved by:**

Deputy Minister, Tourism and Culture

August 25, 2023

\_\_\_\_\_  
[Date approved]

**Recommended response:**

- Ch'édähdëk (Forty Mile), a significant cultural heritage site located downriver from Dawson City at the confluence of the Forty Mile and Yukon Rivers, was impacted by floods and ice jams during the 2023 spring breakup.
- Tr'ondëk Hwëch'in (TH) and Yukon government have completed an initial site assessment and stabilized historic structures where possible. We will work together to plan for the next steps.
- The impacts of flooding do not change the cultural significance nor the ancestral legacy that these lands hold for the Tr'ondëk Hwëch'in and the Yukon.

**Additional response:**

- Forty Mile has a long history of flooding, but events that occurred in spring 2023 well exceed any other documented flooding events.
- High waters inundated the site, which was then further exacerbated when ice jams on the Yukon and Forty Mile Rivers broke free, displacing buildings and infrastructure, and damaging the historic resources, interpretive signage and the work camp.
- Out of respect for the cultural significance of the site, we are not circulating photographs of the damage and the site remains closed to the public due to safety concerns.
- The Government of Yukon is committed to supporting the protection of Yukon's significant heritage sites, in partnership with Yukon First Nations, particularly as climate change impacts our northern landscape.

**Session Briefing Note****Fall 2023****Forty Mile Historic Site**Tourism and Culture

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

The public is interested in the impact of climate change on Yukon's historic places and heritage resources and will want to hear about the status of Forty Mile Historic Site.

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**Background:**

- Forty Mile, Fort Cudahy and Fort Constantine Historic Site is identified under Section 3 of Schedule A of Chapter 13 of the Tr'ondëk Hwëch'in Final Agreement as a co-owned, co-managed heritage site.
- The Forty Mile, Fort Cudahy and Fort Constantine Historic Site is situated on islands and river bank terraces comprising approximately 50 ha at the mouth of the Fortymile River where it enters the Yukon River. The site includes a significant material record of late prehistoric use and occupation, overlain by archaeological evidence and collapsed and standing structures from the historic period dating as far back as 1886.
- A management plan for the site was developed in 2006 by a Steering Committee with representatives from Government of Yukon and Tr'ondëk Hwëch'in, and included public engagement.
- The Department of Tourism and Culture has an annual O&M budget of \$107,000 for Forty Mile Historic Site, \$95,000 of which is provided to TH through a Transfer Payment Agreement for the conservation and maintenance of Forty Mile Historic Sites. An annual workplan is developed cooperatively to guide work at the site.
- Ch'édähdëk (Forty Mile) is one of eight components sites that make up the serial site to be inscribed as the Tr'ondëk-Klondike World Heritage Site. The damage to the site is not expected to impact decision to inscribe the site but the Advisory Committee will be required to report on the impacts to the integrity of the site.

**CONFIDENTIAL**

**HOT 11**

**Session Briefing Note**

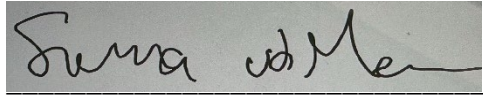
**Fall 2023**

**Forty Mile Historic Site**

Tourism and Culture

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Approved by:



September 1, 2023

Deputy Minister, Department

[Date approved]

**Session Briefing Note****Weigh Scale Exemption Permit  
Redesign**Highways and  
Public Works

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**Recommended response:**

- Monitoring commercial vehicles on Yukon's highways is important for the safety of the travelling public and the integrity of our highway infrastructure.
- The *Highways Act* requires commercial trucks to stop and be weighed every time they pass the weigh scales.
- Commercial carriers who operate within a 20-kilometre radius of the weigh station may apply for a weigh scale exemption permit to avoid having to stop at the weigh scales multiple times a day.
- Highways and Public Works is updating the permitting process to reduce administrative obligations of carriers while continuing to prioritize safety.
- The proposed draft policy uses a risk-based approach to determine carrier reporting requirements and references a carrier's National Safety Rating which includes factors such as carrier safety incidents, roadside safety violations and summary conviction tickets.

**Additional response: Engagement with Industry**

- We continue to engage with industry on developing a safe, effective weigh scale permit exemption system.
- We have met with the Yukon Contractors Association, the Tourism Industry Association of the Yukon and the Yukon Transportation Association several times this past year on this topic.
- As a result of this engagement, we created a What We Heard report and a draft policy that we shared with the associations in July 2023.

# Session Briefing Note

**FALL 2023**

## Weigh Scale Exemption Permit Redesign

Highways and Public Works

- The department will consider changes to the draft policy based on feedback received from the engagement with the goal of finalizing the policy this fall for implementation in spring 2024.
- In the meantime, the existing policy remains in effect.

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

- Changes to the weigh scale exemption permits will affect various commercial carriers travelling through the Yukon.

### Background:

- The Yukon government's approach to weigh scale reporting exemption permits was last reviewed in 2007.
- Local weigh scale exemption permits are currently provided to commercial carriers operating within 20 kilometres of the scales and allows them to legally bypass the weigh scales.
- Carrier Compliance vehicle checks helps to protect the traveling public by ensuring commercial vehicles and drivers operating on highways are meeting our safety standards and licensing requirements, their loads are secure, and drivers are operating within road tolerances to help minimize damage to road infrastructure.
- The department meets with TIAY weekly and YCA semi-monthly.

Approved by:



September 11, 2023

Deputy Minister, Highways and Public Works

Date Approved



**Session Briefing Note****Fall 2023****Accomplishments**Tourism and Culture

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**Recommended response:**

- Since being re-elected in April 2021, our government has been meeting many of our mandate objectives with respect to tourism and culture.
- For much of the time, we supported the sectors in staying solvent during and post the COVID-19 pandemic.
- Two guiding strategies lead our department's work: the Yukon Tourism Development Strategy (YTDS) and the Creative and Cultural Industries Strategy (CCIS), and I am pleased to report we have made significant progress in advancing a number of strategic actions.

**Additional response:**

- In terms of the YTDS, we have seamlessly moved from providing one of the most robust COVID-19 support packages in the country for the tourism sector, to initiating the Community Tourism Destination Development Fund in 2023, which undoubtedly will enhance our incredibly strong tourism product offerings and experiences across the Yukon. As such, we are on track to achieve the YTDS goal of doubling tourism business revenue to \$525 million in 2028.
- With respect to the CCIS, we have made significant progress in a short period of time in implementing Phase 1 of the strategy, which means we are well on our way to growing the Yukon's culture GDP beyond 2% as it was in 2018. Some of our actions to this end include: modernizing existing funding; offering new funding streams; industry branding and promotion; marketing and export strategies; labour market supports; and workshops.

**Session Briefing Note****Fall 2023****Accomplishments**Tourism and Culture

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**Background****1. Implementing the Yukon Tourism Development Strategy (YTDS)**

- In October 2022, the department announced a new \$1 million Community Tourism Destination Development Fund to support community projects across the Yukon that focus on sustainable, community-driven tourism projects. The development of outstanding visitor experiences was identified as a pillar of the YTDS.
  - As of now, the Community Tourism Destination Development Fund is funding 7 Tier 1 projects and 12 Tier 2 projects, with \$177,082 allocated to Tier 1 projects and \$1,624,050 allocated to Tier 2 projects. 90% of the projects are in communities or regions outside of Whitehorse. Projects range from building new infrastructure to developing new tourism experiences. **(see also T7 – Community Destination Development Funding Programs).**
- With support from the department, the Yukon Convention Bureau (YCB) issued an RFP on March 13, 2023 for the development of a new convention centre in Whitehorse. The RFP closed on August 4, 2023, with two proposals submitted. The Steering Committee will recommend the highest ranked proponent to Yukon government and YCB. Construction of the new convention centre is expected to be completed in 2025-26. **(see also HOT1 – New Convention Centre in Whitehorse)**
- In Fall of 2023, the department will launch the Yukon Sustainable Tourism Dashboard and will publish the 2022 Yukon Sustainable Tourism Annual Report to share a diverse set of data that is intended to help measure and monitor the impacts of tourism on the environment.
- In 2022, the department launched the Yukon Sustainable Tourism Framework (YSTF) and become a member of the United Nation's International Network of Sustainable Tourism Observatories (INSTO) in the same year.
- In 2022/23, the department launched another iteration of the Yukon Visitor Exit Survey to learn more about visitors to the territory in order to inform future policy and strategic direction by the department;

**Session Briefing Note****Fall 2023****Accomplishments**Tourism and Culture

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- In September 2022, the department launched the inaugural Rugged Apprentices program, in which 33 volunteers from across Canada worked on tourism-related community projects in Dawson City, Watson Lake, or Carmacks. The program received over 300 applicants. The department launched the program again in September 2023, with 51 volunteers from across Canada working on community and infrastructure-related projects in Carmacks, Mayo, Dawson City, Teslin, and Tagish. **(also see T11 – Rugged Apprentices Program)**
- In September 2021, the department extended critical COVID-19 support programs for Yukon's tourism sector, as part of the three-year \$15 million Tourism Relief and Recovery Plan (TRRP) that was initiated in 2020.
- The Tourism Accommodation Sector Supplement (TASS) and Tourism Non-Accommodation Sector Supplement (TNASS) programs were extended until March 31, 2022, after being initially launched in 2020.
- The department also extended the Great Yukon Summer Travel Rebate program until March 31, 2022 (under Great Yukon Summer Freeze), after being initiated in 2021.
- Tourism and Culture (TC) also established the Yukon Tourism Advisory Board (YTAB) in March 2020 to advise the Minister on the implementation of the YTDS. The department values the input from YTAB and continues to engage the Board regularly. YTAB will be meeting at least four (4) times in 2023 and will be engaging industry as well. YTAB members are recruited through the Yukon government's Boards and Committees process. There are seven (7) voting members on YTAB, of which:
  - Three (3) bring a tourism perspective;
  - Two (2) bring a Yukon First Nation's perspective;
  - One (1) brings the perspective of Yukon's cultural or heritage sectors;
  - One (1) brings the perspective of Yukon's communities; and
  - Of the above voting members, one (1) must also bring a francophone perspective, and ideally, one (1) will bring a youth perspective. **(see also T5 – Yukon Tourism Advisory Board)**

**Session Briefing Note****Fall 2023****Accomplishments**Tourism and Culture

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**2. Implementing the Creative and Cultural Industries Strategy (CCIS)**

- In May 2023, the department released the first progress report on implementation of Phase One of the 10-year CCIS strategy, which was released in late 2021.
- The primary focus of Phase One is assessing and addressing the impacts of the COVID-19 pandemic and positioning the sector within Yukon's broader economic recovery. A more comprehensive evaluation of Phase One is planned for 2025, which will help shape the priorities for Phase Two.
- Some highlights of progress to date include:
  - A \$750,000 increase to Media Development funding for content creators, including \$250,000 for the Performing Musicians Fund and \$500,000 for Media Funding Programs (EcDev funds);
  - \$300,000 in funding was introduced through the launch of two programs: the Express Micro-grant and the Indigenous Artists and Cultural Carriers Micro-grant;
  - In June 2022, the department co-hosted the Arctic Arts Summit with Canada Council for the Arts, welcoming approximately 300 delegates from across the circumpolar north and raising the global profile of Yukon arts, cultural products and experiences;
  - In December 2022, created and hired Indigenous Outreach Liaison position under MOU with CCA to improve funding program delivery and increase engagement with Indigenous artists and cultural carriers;
  - In April 2023, the Creative and Cultural Career Advancement Fund was launched in response to Action 1.6 of the CCIS;
  - \$75,000 in additional funding was introduced to provide training opportunities that strengthen labour market supports; and
  - 36 workshops and other outreach initiatives were coordinated and delivered in eight Yukon communities.
  - The budget for new acquisitions to the Yukon Permanent Art Collection is to be doubled to \$60,000 in 2024/25, which will be announced in fall 2023.

## **Session Briefing Note**

**Fall 2023**

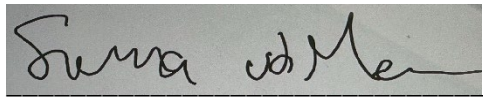
### **Accomplishments**

Tourism and Culture

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- A new policy for First Nations Cultural Centres and Museums will be completed this year. A funding review will follow shortly after.

**Approved by:**



August 25, 2023

Deputy Minister, Tourism and Culture

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[Date approved]

**Session Briefing Note****Fall 2023****Mandate Letter  
Commitments**Tourism and Culture

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**Recommended Response**

- As Minister of Tourism and Culture, the commitments in my mandate letter are key priorities for myself and for the department.
- I am pleased to report that we continue to make significant progress in achieving these public commitments - for the benefit of our local tourism and culture sectors, which play a key role in the continued diversification and growth of the territorial economy and in maintaining a high standard of living in the Yukon.

**Background**

- The 2023 Mandate Letter puts forward seven (7) commitments to the Minister of Tourism and Culture. Progress to date on these commitments includes the following:
  1. **Continue working in collaboration with the Yukon Tourism Advisory Board (YTAB) to implement the Yukon Tourism Development Strategy (YTDS).**
- Tourism and Culture (TC) values the input from YTAB and continues to engage the Board regularly. We have recently reviewed YTAB's Terms of Reference to better position the Board to support the new, post-pandemic realities facing tourism. YTAB will be meeting at least four (4) times in 2023 and 2024 and will be engaging other industry representatives as well.
- The YTDS continues to be the guiding tourism framework for the Department. The Department has achieved most of the commitments outlined in the Strategy. Some of these include:
  - Launching the Yukon Sustainable Tourism Framework in 2022, becoming a member of the United Nation's International Network of Sustainable Tourism Observatories (INSTO) and continuing further developing the framework and participating to INSTO sustainability initiatives;
  - Launching the 2022/23 Yukon Visitor Exit Survey to learn more about visitors to the territory;

**Session Briefing Note****Fall 2023****Mandate Letter  
Commitments**Tourism and Culture

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- Launching the Yukon Sustainable Tourism Dashboard and publishing the 2022 Yukon Sustainable Tourism Annual Report to share a diverse set of data to help measure and monitor the impacts of tourism, in Fall 2023;
- Providing \$300,000 annually to the Yukon First Nations Culture and Tourism Association (YFNCT) to advance Indigenous tourism, a key pillar of the YTDS;
- Offering the Go Digital Yukon program and summit, which provides Yukon tourism stakeholders with training, coaching, funding and networking opportunities to enhance their online presence and use of digital tools;
- Replacing the Welcome to Yukon gateway signs to align with YTDS recommendations to improve signage to better support visitor experiences across the territory. Fabrication and installation of signs will be a phased approach beginning in Fall 2023; and
- Launching the Community Tourism Destination Development Fund to support capital and non-capital projects that focus on sustainable tourism development.

**2. Collaborate with industry partners with a focus on:**Developing a tourism product inventory

- We need a robust inventory of tourism businesses, and the products and experiences offered. Having this baseline data will help determine destination development priorities and gaps that we need to fill.
- We will work with partners such as the Tourism Industry Association of Yukon (TIAY) on this inventory.

Developing Indigenous tourism products

This is directly related to pillar 3.0 of the Yukon Tourism Development Strategy (YTDS) which states, “Establish the Yukon as a Premier Destination for Indigenous Tourism Experiences Support new and enhanced visitor experiences and awareness for Yukon First Nations tourism”.

- We have been working collaboratively with the Yukon First Nations Culture and Tourism Association (YFNCT) for many years and we will continue to do so.

**Session Briefing Note****Mandate Letter  
Commitments****Tourism and Culture**

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- We have some upcoming joint strategy sessions, and we will be renewing our three-way Memorandum of Understanding on Indigenous tourism with YFNCT and the Indigenous Tourism Association of Canada (ITAC).
- In addition, we are supporting 10 Indigenous tourism development initiatives in communities across the territory.
- Our approaches to Indigenous tourism development need to be stress-tested for the post-pandemic environment. Ultimately, we want to work with partners to begin to see tangible developments in this sector of the tourism industry. Indigenous tourism businesses in communities can be a source of pride, of cultural expression, jobs, and entrepreneurship and skill development.

Recruiting and training staff

- While the Department of Economic Development is the lead on labour market programs, Tourism and Culture's Destination Development funding can be targeted to projects, which can help with staff recruitment and training, as well as the construction of staff housing.
- The Department has a pilot project underway in Carcross, and we are looking at one in Dawson City as well.
- We look forward to receipt of the Yukon Recruitment and Retention Taskforce's report and recommendations scheduled to be released in 2023.

**3. Stimulate destination development with an emphasis on expanding visitor infrastructure including:**

- The department of Tourism and Culture is responding to changes in the tourism industry due to the pandemic, and longer-term trends that were becoming evident even before the pandemic, by shifted its priority from market development to destination development.
- This involves building capacity, particularly in communities outside of Whitehorse, to receive visitors in a sustainable and manageable way, so that communities can take advantage of the economic opportunity tourism represents.



**Session Briefing Note****Mandate Letter  
Commitments****Tourism and Culture**

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- **A new Convention Centre in Whitehorse**
  - The tourism industry is fully supportive of this clear and long-standing need. Indeed, the sector is leading this project through the Yukon Convention Bureau (YCB). We are actively involved and collaborating with the Convention Bureau to move this along.
  - The RFP closed on August 4 with two proposals. An evaluation committee is in the process of completing the evaluation this fall.
  - We are exploring different possibilities for federal funding.
- **The establishment of tourism corridors (and) new and improved accommodation and lodge networks.**
  - Destination Canada (DC) is supporting the development of Tourism Corridors nationally.
  - Our proposal for a network of small-scale, authentic indigenous tourism lodges was selected as one of the three first corridors by DC.
  - DC assigned a group of consultants to develop a feasibility and engagement study for this project.
  - We will be able to provide more information as this project progresses.

**Increased tourism capacity in Yukon communities.**

- This is the key objective of the new Community Tourism Destination Development Fund.

The following are not new:

4. Support the research, preservation, interpretation, and assessment of our historic places by working closely with Yukon First Nations governments, municipalities, and communities. (See C4 Historic Sites and C3 Heritage, Museums and FN Cultural Centres)
  - As part of the Yukon Forum process, the Heritage Working Group (YG/Yukon First Nations) has a workplan which will advance the management of Yukon's heritage and historic resources.

**Session Briefing Note****Mandate Letter  
Commitments****Tourism and Culture**

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- 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.
5. Continue to advance the establishment of a heritage resource centre for the conservation and protection of Yukon's archaeological, paleontological, and cultural artifacts. **(C6 Arts and Heritage Collection Facility)**
- Tourism and Culture and Highways and Public Works have developed a functional plan and business case for a combined arts and heritage resources collections facility.
  - Next steps are confirming overall capital budget, determining a location and confirming Class D estimates.
  - In the meantime, planning is underway to secure appropriate collections and research space to ensure that collections are properly stored and research activities can be carried out.
6. Finalize and implement the new Cultural Centres and Museums policy to ensure these important facilities are supported into the future. **(See C7 Museums and First Nations Cultural Centre Policy and Funding)**
- Work on the new policy to date includes in-depth sector engagement, a draft engagement report and a draft policy that has been shared with stakeholders. The second draft of the policy will be completed in Fall 2023. A funding review will follow the approval of the new Policy.
7. Continue to implement Creative Potential: Advancing the Yukon's Creative and Cultural Industries to support the growth and development of the creative and cultural industries in the Yukon. **(See C5 Creative and Cultural Industries Strategy)**
- **Releasing and implementing the Creative and Cultural Industries Strategy.**
    - A final strategy was released in November 2021, and Phase 1 priorities are underway, including modernizing and streamlining existing funding supports, the creation of a micro-grant program, and the development of a Yukon First

**Session Briefing Note****Fall 2023****Mandate Letter  
Commitments**

Tourism and Culture

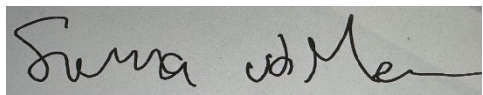
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- Nations Cultural Centres and Museums Policy. Approximately \$500,000 was allocated to support Phase 1 priorities starting in fiscal year 2022/23. Almost \$750,000 is budgeted for 2023/24.
- The department launched the Express Micro-grant funding program on September 1, 2022, which addresses action 1.5 of Creative Potential: Advancing the Yukon's Creative and Cultural Industries strategy (CCIS). This program supports the creative and cultural sector to respond to unique opportunities and increases access to funding for first-time applicants and equity-deserving communities. **(see also DPT4 – Funding Programs)**
  - A program analysis of arts funding programs, which supports action 1.1 in the strategy has been completed. The program analysis will support the modernization and streamlining of existing funding supports to improve delivery, structure and effectiveness, and to address gaps.
  - The department announced the creation and implementation of a new partnership initiative to support the Yukon's emerging Indigenous artists, arts workers and cultural carriers earlier this summer, which will also address CCIS priorities. The Canada Council for the Arts is partnering with the Government of Yukon to distribute \$50,000 in funding to artists in the first year and \$150,000 in the second year. Intakes for the new fund began in January 2023. The partnership is scheduled to end March 31, 2024. **(see also DPT4 – Funding Programs)**
  - In April 2023, the new Creative and Cultural Career Advancement Fund was announced and launched. This fund will support three individuals with \$50,000 to devote up to a full year developing their practice, with a focus on career growth. This program addresses Action 1.6 in Creative Potential. **(see also DPT4 – Funding Programs)**
  - Action 2.2.2 in the strategy is the development of a new Yukon Cultural Centres and Museums Policy. Work on the new policy to date includes in-depth sector engagement, a draft engagement report and a draft policy that has been shared with stakeholders. The second draft of the policy will be shared in Fall 2023.
  - Action 4.1 in the strategy is focused on building industry understanding of complex issues such as rights, royalties and copyright. An expanded

**Session Briefing Note****Fall 2023****Mandate Letter  
Commitments**

Tourism and Culture

professional development workshop series was offered by the department in 2022-23, and further industry development is planned for 2023/24 to support this action.

- o Work to advance Action 2.2.3 Develop tools for better managing Yukon's world-class ancient fossils is also underway. The department is in discussions with partners on how to improve the collaborative management of palaeontological resources, and modernize the heritage legislation. (see also HOT4 – Nun cho ga and Collaborative Management of Palaeontology Resources)

**Approved by:**

August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

**Session Briefing Note****Supplementary Estimates 2023-24** Tourism and Culture

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**Recommended response:**

- For 2023-24, the Department of Tourism and Culture Main Estimates total appropriation was **\$34.6M**, as tabled in Spring 2023.
  - The department has identified a supplementary budget in 2023-24 for the Collective Agreement obligation ratified on June 6, 2023.
  - The supplementary budget includes **\$35.4M** for Operation and Maintenance. This reflects an **\$804,000** increase for the Operation and Maintenance personnel allotment.
  - The Capital budget is reduced by **\$200,000** for the Yukon signage project to accommodate other funding pressures. Fabrication will be delayed, and project completion deferred to 2024-25.
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## Session Briefing Note

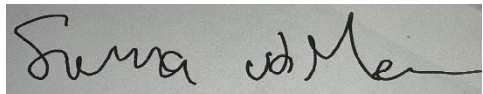
## Supplementary Estimates 2023-24 Tourism and Culture

## Background: Supplementary Budget overview

Department of Tourism & Culture			
Operation & Maintenance (in \$000's)	2023-24 Voted to date	Supplementary No.1	2023-24 Revised Vote
COVID-19 Response	767	-	767
Corporate Services	2,803	121	2,924
Cultural Services Branch	15,040	418	15,458
Tourism Branch	13,274	265	13,539
Total	31,884	804	32,688

Department of Tourism & Culture			
Capital (in \$000's)	2023-24 Voted to date	Supplementary No.1	2023-24 Revised Vote
COVID-19 Response	-	-	-
Corporate Services	10	-	10
Cultural Services Branch	1,425	(200)	1,225
Tourism Branch	1,267	-	1,267
Total	2,702	(200)	2,502

Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

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

**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.

**Administration:** Arts Unit



## **Arts Fund (AF)**

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

**Eligibility:** Eligible applicants include artist collectives, registered Yukon 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.

**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.

**Administration:** Arts Unit

## **Arts Operating Funds (AOF)**

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

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

OR

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

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

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

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

**Intake:** One application deadline per year – February 15<sup>th</sup> .

**Budget:** \$825,000 available each year.

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

**Administration:** Arts Unit

## **Creative and Cultural Career Advancement Fund (new for 2023/24)**

The fund is aimed at individuals active within the creative and cultural sector at various stages of their career to devote up to a full year developing their practice, with a focus on career growth. The intention is to accelerate and amplify their participation in the sector, increase business skills and industry knowledge, remove financial barriers for individuals, and facilitate a sharing and skills transfer component within the sector.

This fund will enable three individuals per year to immerse themselves in career growth and development, increase their potential for income generation, and take the steps needed to achieve their career goals.

**Eligibility:** Individuals active in the creative and cultural industries who are 18 years or older and have lived in the Yukon for at least three years. Considerations may be made for individuals who can clearly demonstrate strong and ongoing connections to the territory.

**Decision Making:** A peer committee of individuals representing the creative and cultural industries. The committee is different for every intake.

**Intake:** One intake per year. The program's 1st intake is October 16, 2023. In following years, the annual intake deadline will be on May 15.

**Budget:** \$150,000 per year.

**Applicant limits:** Three individuals will be funded \$50,000 each.

**Administration:** Arts Unit

## **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.

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.

**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.

**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.

**Administration:** Arts Unit

## **Culture Quest (CQ)**

Culture Quest is a 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 the Yukon.

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

**Not Eligible:** Projects that qualify for other Yukon government grant programs: e.g., Arts Fund, Touring Artist Fund, Advanced Artists Award, Cultural Industries Training Fund, etc.

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

**Intake:** 15<sup>th</sup> of January, April, September.

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

**Applicant limits (maximums per project):** Maximum award is \$10,000.

**Administration:** Administered by Arts Unit in 2023-2024 until new community partner is found. Previously administered by Klondike Institute of Art and Culture.

## **Express Micro-grant (new program launched in 2022/23)**

A flexible fund with simple application and reporting requirements, and quick turnaround times for approvals for short-term, economic and growth opportunities for those in the creative and cultural industries sector.

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

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

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

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

**Budget:** \$150,000 available for each fiscal year until March 31, 2024.

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

**Administration:** Arts Unit

## **Indigenous Artists and Cultural Carriers Micro-grant (new program launched in 2022/23)**

A pilot to support Indigenous artists, arts workers, and cultural carriers who are looking for small amounts of funding for creation, performance, development, and export activities. A two-year partnership with Canada Council for the Arts for 2022 to 2024.

It is similar to the Express Micro-grant, with two tiers of funding available. It is designed as a flexible fund, with simple application and reporting requirements, and quick turnaround times for approvals.

**Eligibility:** Emerging and established Indigenous Yukon artists, arts workers and cultural carriers who are either (1) from a Yukon First Nation and live in the Yukon; (2) have lived in Yukon for one continuous year at the time of application; or (3) from a Yukon First Nation who have previously lived in the Yukon, are Canadian residents, and maintain ties to the territory. Collectives can apply, provided all members of the group meet the eligibility criteria.

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

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

**Budget:** This program is fully funded through an MoU with the Canada Council for the Arts (CCA) until March 31, 2024. \$50,000 was made available for January 1 to March 31, 2023, and \$150,000 is available for fiscal year 2023-24. CCA also provides full funding for the Indigenous Outreach Liaison position. There is currently no budget identified to continue the program or the position after March 31, 2024.

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

## **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:** Registered non-profit societies based in the Yukon, who have a primarily cultural or multicultural mandate, or are otherwise significantly engaged in cultural or multicultural activities. Applicants must have an interest in assisting new Canadians with their transition to living in the Yukon.

**Decision-making:** Internal review by the Arts Unit, based on eligibility criteria.

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

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

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

**Administration:** Arts Unit



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

Supports professional artistic tours by individuals or ensembles beyond and within the Yukon. The eligibility criteria have been temporarily modified – i.e., as of June 15, 2020, eligible projects include touring within the Yukon as well. 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.

**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.

**Administration:** Arts Unit

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

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

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

The applicant must be one of the following:

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

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

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

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

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

**Administration:** Historic Sites Unit

## **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.

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

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

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

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

**Administration:** Historic Sites Unit

## **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).

**Decision-making:** Museums Unit Application Review Panel assesses applications and makes recommendations on reporting requirements (funding levels established in budget process).

**Intake:** February 2023 (every three years).

**Budget:** \$1,642,000 available each year (increased to \$1,896,000 in 2023/24 with funding from within).

**Applicant limits:** N/A – operational, not project. Funding levels established in budget process.

**Administration:** Museums Unit

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

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

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

A museum:

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

A museum must also:

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

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

**Intake:** February

**Budget:** \$348,000 available each year

**Applicant limits:** Generally, there is a limit of \$20,000 per project. Detailed information explaining the specific circumstances of the project must accompany all funding requests in excess of \$20,000. Recipients in exceptional cases may receive financial assistance up to a maximum contribution of \$40,000 per project. There is no limit on the number of applications that can be submitted by an institution.

**Administration:** Museums Unit

## **Community Tourism Destination Development Fund (CTDD)**

Provides support for community projects across the Yukon that focus on sustainable tourism and improve tourism related services and infrastructure including accommodations, attractions, activities and amenities.

Special consideration will be given to umbrella projects where local organizations and businesses are working together to enhance or create tourism opportunities in their community.

The objectives of the program are to:

- Strengthen tourism capacity in communities across the Yukon as the tourism sector continues to recover from the impacts of the COVID-19 pandemic;
- Grow tourism business revenues;
- Build capacity in the Yukon to provide outstanding visitor experiences; and
- Build and bolster healthy communities.

**Eligibility:** Yukon businesses, Yukon First Nations governments, Yukon First Nation Development entities, Yukon municipal governments and community societies or associations that are registered under the Yukon Societies Act and are either based in or serve Yukon communities.

**Decision-making:** Internal review

**Intake:**

- Tier 1: February 15 - projects with total budgets up to \$100,000
- Tier 2: March 15 – projects with total budgets between \$100,001 and \$500,000

**Budget:** \$1,000,000 available each year until March 31<sup>st</sup>, 2026.

**Applicant limits (maximums per project):** The program can cover up to 75 per cent of the total costs of non-capital projects and 50 per cent of eligible capital projects to a maximum of \$75,000 for Tier 1 and \$375,000 for Tier 2.

**Administration:** Industry Services Unit

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

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

**Eligibility:** Funding is available for market or trade-ready tourism businesses, municipalities, destination marketing organizations, and First Nations governments featuring tourism experiences and services.

**Decision-making:** Internal review.

**Intake:** On-going.

**Budget:** The TCMF funding budget is \$700,000.

**Applicant limit:** For 2023-24, 50% of eligible expenses will be covered by TCMF and 50% will be covered by the applicant for traditional and online expenses. There are maximum funding thresholds depending on applicant's category e.g., Restaurants and bars are eligible for up to \$2,000. There are flat funding rates for travel-related activities..

**Administration:** Industry Services Unit

Funding program	Annual amount \$
Cultural Services	
Advanced Artist Award	150,000
Arts Fund	500,000
Arts Operating Funds	825,000
Creative and Cultural Career Advancement Fund	150,000
Cultural Industries Training Fund	75,000
Culture Quest	120,000
Express Micro-grant	150,000
Indigenous Artists and Cultural Carriers Micro-grant	150,000
New Canadians Event Fund	45,000
Touring Artist Fund	100,000
Historic Properties Assistance Program	100,000
Yukon Historic Resources Fund	16,000
Museum Contribution Program	1,859,000
Special Projects Capital Assistance Program	348,000
Sub-total	4,588,000
Tourism	
Community Tourism Destination Development Fund	1,000,000
Tourism Cooperative Marketing Fund	700,000
Sub-total	1,700,000
<b>Total amount</b>	<b>6,288,000</b>



**Department of Tourism and Culture**  
**Stakeholder Annual Funding for 2023-24**

NOTE: These figures are base funding only and do not include any additional specific project am

<b>Tourism:</b>	<b>Amount</b>
Yukon First Nations Culture and Tourism Association	\$300,000
Wilderness Tourism Association of the Yukon	\$264,000
Tourism Industry Association of the Yukon	\$219,000
Yukon Convention Bureau	\$200,000
Yukon Quest	\$150,000
Sport Yukon	\$115,000
Yukon Sourdough Rendezvous	\$100,000
Air North Charter and Training Ltd.	\$75,000
Association Franco Yukonnaise	\$50,000

**Cultural Services:**

Council of Yukon First Nations (Heritage Working Group)	\$137,000
Yukon Historical and Museums Association	\$80,000

**Historic Sites:**

Selkirk First Nation (Fort Selkirk)	\$147,000
Tr'ondëk Hwëch'in (Forty Mile)	\$95,000
Vuntut Gwitchin First Nation (Rampart House)	\$60,000
Carcross Tagish First Nation (Conrad)	\$20,000
Yukon Conservation Society (Canyon City)	\$18,000

**Heritage:**

The Yukon Science Institute	\$20,000
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**Department of Tourism and Culture**  
**Stakeholder Annual Funding for 2023-24**

**Archives:**

Yukon Council of Archives	\$75,000
Friends of the Yukon Archives Society	\$11,500

**Arts:**

Yukon Arts Centre	\$927,680
Dawson City Arts Society	\$459,000
Northern Cultural Expressions Society	\$351,900
Friends of Yukon Permanent Art Collection Society (acquisitions)	\$60,000
Yukon Arts Centre (Old Fire Hall/Wharf)	\$175,000
Yukon First Nations Culture and Tourism Association	\$160,000
Guild Society	\$108,000
Yukon Art Society (Artist in the School Program)	\$100,000
The Yukon Film Society	\$89,000
Yukon Art Society	\$82,000
Gwaandak Theatre Society	\$75,100
Nakai Theatre Ensemble	\$65,000
Dawson City Music Festival Association	\$59,400
The Heart of Riverdale Community Centre	\$50,000
Whitehorse Concerts	\$39,300
Jazz Yukon	\$33,700
Junction Arts and Music Society	\$32,600
The Community Choir of Whitehorse Society	\$30,900
All-City Band Society	\$28,000
Northern Lights School of Dance Society	\$28,000
Yukon Bluegrass Music Society	\$28,000
The Blue Feather Musical Society	\$27,500

**Department of Tourism and Culture**  
**Stakeholder Annual Funding for 2023-24**

Association franco-yukonnaise	\$20,000
Longest Night Society	\$18,000
Village of Mayo	\$8,000
Northern Fibres Guild	\$2,500

**Museums and Cultural Centres:**

MacBride Museum Society *	\$267,876
Carcross/Tagish First Nation (Carcross/Tagish Learning Centre)	\$150,103
Champagne and Aishihik First Nation (Da Kų Cultural Centre)	\$150,103
Kwanlin Dün First Nation (Kwanlin Dün Cultural Centre)	\$150,103
Dawson City Museum Society	\$150,103
Teslin Tlingit Council (The Teslin Tlingit Heritage Centre)	\$150,103
Tr'ondëk Hwëch'in (Dänojà Zho Cultural Centre)	\$150,103
The Yukon Transportation Museum Society	\$150,103
Yukon Church Heritage Society (Old Log Church Museum)	\$92,371
Keno Community Club (Keno Mining Museum)	\$57,732
Kluane Museum of History Society	\$57,732
Little Salmon/Carmacks First Nation (Tagé Cho Hudän Interpretive Centre)	\$57,732
MacBride Museum Society (Copperbelt Railway and Mining Museum)*	\$0
Selkirk First Nation (Big Jonathan House)	\$57,732
The Teslin Historical & Museum Society (George Johnston Museum)	\$57,732
Vuntut Gwitchin First Nation (John Tizya Centre)	\$57,732
Town of Faro (Campbell Regional Interpretive Centre)	\$46,186
Town of Watson Lake (Northern Lights Centre)	\$46,186
Village of Mayo (Binet House)	\$46,186

\*Note that MacBride Copperbelt funding has been amalgamated with MacBride Museum for one funding a

Updated: August 31, 2023

## Session Briefing Note

**Fall 2023**

### Border Crossings and Tourism

Tourism and Culture

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**Recommended response:**

- As seen in our most recent tourism indicators, and as many Yukoners witnessed in their communities, the Yukon's tourism sector strongly rebounded in 2023.
- We were very pleased to see the re-opening of the Little Gold port of entry after two seasons of closure. This port of entry is important for the regional tourism industry, Dawson area residents, and for the mining sector.
- The operation of Little Gold is a partnership between the Canada Border Services Agency (CBSA) and US Customs and Border Protection. A major impediment to a longer season is a labour shortage being experienced by US Customs and Border Protection.

**Additional response:**

- We continue to advocate for a return to the pre-pandemic season for Little Gold, which typically ran from mid-May to late September.
- Work through intergovernmental channels has established allies in the push to keep Little Gold open longer. These include Alaska Senator Lisa Murkowski and the Pacific NorthWest Economic Region Executive Committee, which includes the US State governments of Alaska, Washington, Idaho, Montana and Oregon.

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

- The Little Gold border crossing closed earlier in 2022 than it has in previous years, which impacted some travelers and tourism businesses.
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# Session Briefing Note

**Fall 2023**

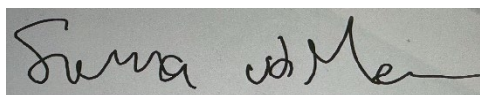
## Border Crossings and Tourism

Tourism and Culture

### Background:

- A variety of factors influence the opening and closing dates for the Little Gold border crossing with weather and changing weather patterns being a key factor. Other factors include: the date ferry operations can resume in Dawson; re-opening of seasonal port of entry buildings and infrastructure; availability of trained staff; and seasonal coordination between CBSA and US Customs and Border Protection.
- We have worked with our industry partners and the federal government to ease border and travel restrictions. This enabled tourism recovery, while also protecting the health and safety of Yukoners.
- Thanks to our advocacy and the work of our partners, we saw:
  - The elimination of COVID-19 testing requirements at the Yukon's international borders;
  - Reinstatement of international travel through the Erik Nielsen Whitehorse International and Dawson City airports;
  - Streamlined processing of cruise passengers at Fraser border crossing;
  - Reopening of Little Gold port of entry.

### Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

## Session Briefing Note

Fall 2023

### Marketing

Tourism and Culture

#### Recommended response:

- The key marketing goal under the Yukon Tourism Development Strategy is to promote authentic travel experiences in a market-driven, consumer-focused manner that aligns with the values of Yukoners.
- The tourism sector was greatly impacted by COVID-19 with visitation losses as high as 97% in 2020-21. However, sustained investment in our target markets throughout the pandemic has supported visitation numbers to rebound.
- Overall, 2023 indicators are showing significant increases over 2022, but are still a bit below 2019 figures. It's important to note, however, that 2019 was a record year for visitation to the territory. The demand from our domestic and international markets is there and we are pleased to see such a swift and promising rebound.

#### Additional response:

- Yukon government is actively marketing the Yukon as a travel destination in 13 countries around the world: Canada, USA, Germany, Switzerland, Austria, Australia, UK, Japan, Mexico, France, Netherlands, Belgium and Luxembourg
- Tourism Yukon works with in-market sales contractors in German-speaking Europe, the UK, Japan and Australia to assist with the implementation of our tactical plans in these core markets.
- We are seeing that Yukon's ability to receive tourists is limited by our industry capacity. A portion of the marketing budget in 2023-24 (approx. 1.5 million / 25% of the total budget) was reallocated to destination development, including the new Community Tourism

# Session Briefing Note

Fall 2023

## Marketing

Tourism and Culture

Destination Development Fund, to increase tourism products in order to grow the number of people we can welcome.

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

- Yukoners are interested in how marketing dollars are spent.

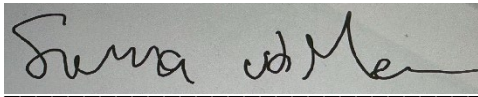
### Background:

- In 2019, the Yukon's tourism sector saw \$363 million in revenues attributable to tourism, generated from 491,000 visitors.
- The Marketing Unit budget includes \$779,000 in annual tourism NGO funding for the Wilderness Tourism Association of Yukon (WTAY): 264K, Yukon Convention Bureau (YCB): 200K, Yukon Quest: 150K, Sport Yukon: 115K, and Association Franco-Yukonnaise (AFY): 50K.
- An additional 50K in funding has been provided to the Yukon Convention Bureau in each of the past two fiscal years.
- Marketing is based on empirical and other available data sources including the Yukon Tourism Exit Survey, Conference Board of Canada research, Destination Canada's Global Tourism Watch, and other data.
- An annual joint marketing investment with Air North supports its sales, marketing and distribution plans. Yukon government's investment of \$75,000 is matched by the airline. Since 2016, a total of \$950,000 in marketing activity has been jointly co-invested by YG and the airline under the agreement.
- Other initiatives in 2023/24 include: enhanced marketing investment in Mexico; upgraded TravelYukon.com website, business development mission to Taiwan, and a new aurora viewing/winter travel campaign in the US market.
- The \$2.1 M aurora viewing/winter travel campaign in the US includes a \$250K investment each by Tourism Yukon, Tourism NWT, and Travel Manitoba with the remaining funds contributed by Destination Canada. The campaign launched on Aug. 15, 2023 and has an 8 week run. It is the largest and most integrated campaign Tourism Yukon has ever been involved in.

**Session Briefing Note****Fall 2023****Marketing**Tourism and Culture

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- The national campaign includes large scale advertising installations in New York's Penn Station and 42<sup>nd</sup> and 8<sup>th</sup> Avenues, and similar installations in Santa Monica, and includes extensive social media.

**Approved by:**August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]



## Session Briefing Note

Fall 2023

### Visitor Information Centres & Digitization

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Tourism and Culture

#### Recommended response:

- Visitor Information Centres (VICs) play a critical role in welcoming visitors and improving their Yukon experience, while encouraging visitors to spend more time and travel more widely in the Yukon.
- The six visitor information centres, mostly located on highways throughout the Yukon, are open from May 1 to September 30. The Whitehorse Visitor Information Centre is open year-round.
- More than 190,000 visitors were recorded at the six VICs in summer 2022. At the current rate of visitation, 2023 numbers are projected to surpass that of 2022 (12% higher during same period), but not reach historical highs.

#### Additional response:

- The staff complement is hired locally in each community to provide visitors with information on the products and experiences available locally, as well as important travel and emergency safety information.
- Digital technologies and mobile solutions “beyond the building” are a necessity and expectation of the modern visitor experience. To meet this need, 8 digital tourism information kiosks will be installed across Yukon in 2023-24.
- The 1<sup>st</sup> kiosk was installed at the White Pass & Yukon Route train station in Skagway in May 2023. The purpose is to inspire visitors to come to Carcross via the train or an independent tour bus, car rental or other means on a day trip.
- Locations for the 7 other kiosks are in various stages of negotiation, with installations happening this fiscal:
  1. Erik Nielsen Whitehorse International Airport

## Session Briefing Note

Fall 2023

### Visitor Information Centres & Digitization

Tourism and Culture

2. Yukon Beringia Interpretive Centre, Whitehorse
3. Department of Environment licensing office, Whitehorse
4. Whitehorse Visitor Information Centre
5. City of Whitehorse Robert Service Campground (depending on when new facility is completed)
6. Teslin Tlingit Heritage Centre, Faro (to be confirmed)
7. Campbell Region Interpretative Centre, Teslin (to be confirmed)

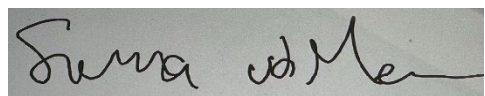
#### Context—this may be an issue because:

- Visitation at VICs have been trending downwards since 2019. Visitor Services Unit is adapting to meet the behaviour change of Yukon tourists, who may not visit a VIC but still need information and updates.

#### Background:

- Community VICs closed for the season on September 29. All VICs were closed on September 30, 2023, National Day for Truth and Reconciliation, to support awareness and focus on healing.
- A number of our VICs operate through community partnerships.
  - The Haines Junction VIC is housed in Champagne-Aishihik First Nation's Da Kų Cultural Center, along with Parks Canada's Kluane National Park Visitor Centre.
  - The Dawson City VIC is shared with the Parks Canada VIC.
  - The Watson Lake VIC has been temporarily relocated to the Watson Lake Recreation Centre while options are explored for a permanent location in partnership with the Liard First Nation.

#### Approved by:



Deputy Minister, Tourism and Culture

August 25, 2023

[Date approved]

Prepared for Minister Streicker  
Tourism and Culture

Date prepared: August 25, 2023  
Last Updated: n/a

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## Session Briefing Note

**Fall 2023**

### Industry Services

Tourism and Culture

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**Recommended response:**

- The Department delivers programs and services to the Yukon tourism sector through destination development support, funding, planning and research.
- Key activities include:
  - Collaborating with businesses, organizations and communities;
  - Supporting capacity development for tourism stakeholders;
  - Conducting research and analytics, and producing reports;
  - Funding distribution; and
  - Representing the sector in land and resource planning.
- The Department launched a series of new programs including the Community Tourism Destination Development fund, the Rugged Apprentices voluntourism program and the Go Digital Yukon program.
- The Department established the Yukon Sustainable Tourism Framework and in 2022 became a member of the United Nations' International Network of Sustainable Tourism Observatories (INSTO).

**Additional response:**

- Current research and performance reporting initiatives by the Industry Services include:
  - Quarterly Yukon Tourism Visitation Reports;
  - The 2022/23 Yukon Visitor Exit Survey;
  - The 2023 Yukon Resident Perceptions of Tourism Survey;
  - The 2023 Yukon Business Survey; and
  - The 2022 Yukon Sustainable Tourism Report.

# Session Briefing Note

Fall 2023

## Industry Services

Tourism and Culture

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

- The department has launched a series of new programs and initiatives over the past two years.

### Background:

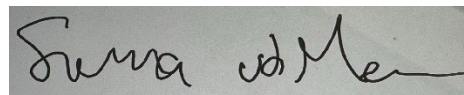
Key initiatives by Industry Services Unit:

- Provides annual funding to the Tourism Industry Association of Yukon and Yukon First Nations Culture and Tourism Association.
- Offers one-on-one counselling to tourism entrepreneurs, consultants, community development organizations, and NGOs, as well as planning and advice on tourism development projects.
- Establishing the Yukon Sustainable Tourism Working Group who will oversee the direction and implementation of the Yukon Sustainable Tourism Framework.
- Developing the Yukon Sustainable Tourism Dashboard to share a diverse set of data to help measure and monitor the impacts of tourism, which will launch in Spring 2023.
- Administer the Community Tourism Destination Development Fund, the Tourism Cooperative Marketing Fund and the Go Digital Yukon Program.
- Hosted the Go Digital Yukon Summit in January 2023.
- Establish several programs and initiatives to help develop tourism in the Yukon.

Initiatives include:

- Digital Audit
- Go Digital Yukon
- Weekly Industry Advisory's
- Signage Audit in collaboration with Highways and Public Works
- Tourism Cafés in communities across the territory.

### Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

## Session Briefing Note

### Yukon Tourism Advisory Board (YTAB)

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Fall 2023

Tourism and Culture

#### Recommended response:

- The Yukon Tourism Advisory Board (YTAB) is an important outcome of the Yukon Tourism Development Strategy. Established in March 2020, the Board's primary function is to advise the Minister on the implementation of the YTDS.
- With the onset of the pandemic, YTAB became instrumental in advising on ways to mitigate the impacts of COVID-19 on the tourism industry. YTAB provided 39 recommendations to government to help mitigate COVID-19 impacts and to position the Yukon's tourism sector for recovery.
- As we have moved past pandemic relief to a focus on recovery and destination development, the role of YTAB as an advisory body is evolving.

#### Additional response:

- We are currently working with YTAB to review its Terms of Reference to better position the Board to support the new, post-pandemic realities facing the tourism industry. A schedule of meetings over the next year is also being developed.

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

- YTAB's role is evolving from the role it took on during the pandemic. Some stakeholders will want re-assurance that YTAB is getting back to the mandate that was envisioned for YTAB before the pandemic struck.
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# Session Briefing Note

## Yukon Tourism Advisory Board (YTAB)

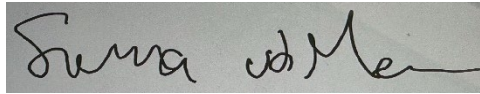
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Fall 2023

Tourism and Culture

**Background:**

- YTAB members are recruited through the Yukon government's Boards and Committees process and appointed to represent a range of stakeholders and perspectives.
- YTAB has been designated as a Category C Yukon government board. The Category C designation is consistent with a Board that makes decisions or recommendations with a medium-to-high impact on government or the public. Board costs such as per diems and travel are covered within the existing Tourism and Culture budget.

**Approved by:**

Deputy Minister, Tourism and Culture

August 25, 2023

[Date approved]

## Session Briefing Note

**Fall 2023**

### **Yukon Sustainable Tourism Dashboard and Annual Report for UNWTO**

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Tourism and Culture

**Recommended response:**

- The Yukon Sustainable Tourism Framework is an important tool in measuring conditions and making progress towards sustainable tourism in the territory.
- Key actions include:
  - Developing the Yukon Sustainable Tourism Dashboard, which will make tourism-related data available online for the public. The dashboard will be launched in Fall 2023.
  - Publishing the 2022 Yukon Sustainable Tourism Annual Report (Fall 2023).
  - Establishing the Yukon Sustainable Tourism working group that will oversee the framework and advise on priority issue areas. The group includes 13 representatives from tourism organizations, municipalities, other Government of Yukon departments and Yukon First Nations organizations.

**Additional response:**

- To support and advance the Framework, the Yukon has become a member of the UN's International Network of Sustainable Tourism Observatories (INSTO).

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

- People may be curious about the status of the framework and the initiatives the department has undertaken since the framework was developed.

## Session Briefing Note

**Fall 2023**

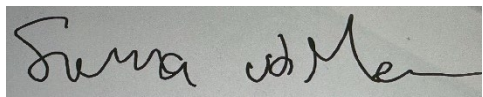
### Yukon Sustainable Tourism Dashboard and Annual Report for UNWTO

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Tourism and Culture

**Background:**

- Establishing the YSTF was a goal of the Yukon Tourism Development Strategy, as well as the *Our Clean Future* strategy. It was endorsed by Canada's national tourism authority, Destination Canada, as well as numerous Yukon-based tourism organizations.
- The YSTF measures annual conditions across 17 key elements of tourism, including resource management; governance; economy; environment; and people and culture.
- To support and advance the Framework, the Yukon has become a member of the UN's International Network of Sustainable Tourism Observatories (INSTO).
- INSTO is a network of 31 tourism destinations across the globe committed to monitoring the impacts of tourism on tourism destinations. The Yukon is the second Canadian INSTO member, and the first north of 60.

**Approved by:**

August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]



## Session Briefing Note

**Fall 2023**

### Community Destination Development Funding Programs

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Tourism and Culture

**Recommended response:**

- The department is providing funds to several businesses, organizations and individuals in the Yukon to facilitate sustainable and innovative destination development.
- As of this October, the Community Tourism Destination Development (CTDD) Fund is funding seven Tier 1 projects and twelve Tier 2 projects, with \$181,114.46 allocated to Tier 1 projects and \$1,691,550 allocated to Tier 2 projects.
- Ninety percent of the projects are in communities or regions outside of Whitehorse and range from building new infrastructure to developing new tourism experiences.
- Five Tier 1 projects have been completed with the remaining two projects to be completed by March 31, 2024. All 12 Tier 2 projects will be completed by March 31, 2025.

**Additional response:**

- CTDD is available to local businesses, First Nations governments, First Nation Development entities, municipalities, and not-for-profit organizations.
- Businesses and organizations can apply for CTDD under Tier 1 for projects with total budgets up to \$100,000 and under Tier 2 for projects with total budgets between \$100,001 and \$500,000.
- The annual deadlines for Tier 1 and 2 applications are January 15 and November 15, respectively. The next intake for both Tiers will open September 1, 2023.
- Projects are selected for award based on:
  - relative community impact;

## Session Briefing Note

Fall 2023

### Community Destination Development Funding Programs

Tourism and Culture

- immediate readiness or ability to begin contributing to destination development;
- projects that provide long-term sustainable benefits; and
- innovation in the approach to partnership and community building.

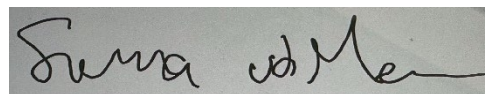
#### Context—this may be an issue because:

- The fund is new and there may be questions about the recipients and the projects.

#### Background:

- The development of outstanding visitor experiences, alongside leveraging and expanding existing seasonal and community capacity, was identified as a pillar of the Yukon Tourism Development Strategy.
- The department created the Community Tourism Destination Development Fund in November 2022. The fund has budget approval until March 31, 2025.
- Support for destination development offered through this program will help communities realize some of the opportunities from increased tourism visitation and rebuild capacity lost during the pandemic, as well as encourage new and emerging tourism businesses across the Yukon.
- The list of recipients is available on Yukon.ca at <https://yukon.ca/en/community-tourism-destination-development-fund-recipients-2023-24>

#### Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

Prepared for Minister Streicker  
Tourism and Culture

Date prepared: August 25, 2023  
Last Updated: September 25, 2023  
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## Session Briefing Note

Fall 2023

### Digital Enhancement Support for Tourism

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Tourism and Culture

#### Recommended response:

- The department has completed a digital audit assessing the tourism sector's adoption and use of digital solutions and platforms.
- This project will give a snapshot of the industry's digital readiness and will inform future programming and funding. While the results will not be published, businesses can request the results of the audit for their business.
- The department is also offering the *Go Digital Yukon* program, which provides tourism stakeholders with:
  - A digital media toolkit with templates and tools for digital marketing plan and tactics;
  - Online workshops led by digital marketing experts; and
  - 1-on-1 coaching with a digital expert to give guidance and provide customized solutions.

#### Additional response:

- As of this October, 48 Yukon tourism businesses and partners are participating in the *Go Digital Yukon* program.
- The total budget for the program is \$72,000, allocated for the online workshops, 1-1 coaching services and custom resources.
- Plans are underway to host the second *Go Digital Yukon* Summit this winter.

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

The tourism sector, in the Yukon and globally, have been facing challenges adapting to the digital economy and the rapid changes in the digital space which were accelerated by COVID-19.

## Session Briefing Note

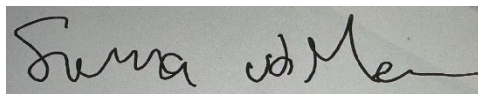
**Fall 2023**

### Digital Enhancement Support for Tourism

Tourism and Culture

**Background:**

- The global evolution happening in the digital space is impacting the tourism sector and it is very difficult for small businesses to keep up with the changes and make the most of online opportunities.
- In Spring 2022, Destination Canada launched Canada's Tourism Renaissance: Our Strategy for Recovery, which specifically highlighted the need for sector digitization.
- In addition to the programs offered by the department, the federal government launched the Canada Digital Adoption Program to help small to medium-sized businesses become more digitally evolved.
- In 2022/23, the *Go Digital Yukon* program was offered in tandem with up to \$3,000 in funding for Yukon businesses toward digital marketing and content creation.
- The first Go Digital Tourism Summit was held on January 31, 2023. The in-person event, held in partnership with Yukonstruct and TIA Yukon, had over 70 participants attend representing a range of tourism and tourism-related businesses.
  - Topics at the Summit included tourism-specific digital strategy; online branding; social media; and more.
  - Attendees also had the opportunity to network with Yukon-based digital service providers and funders.

**Approved by:**

Deputy Minister, Tourism and Culture

August 25, 2023

[Date approved]

## Session Briefing Note

### First Nation Lodge Network

Fall 2023

Tourism and Culture

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#### Recommended response:

- I am very pleased that Destination Canada selected a Yukon project for the first phase of its inaugural Tourism Corridor Strategy Program. This pilot project aims to catalyze destination development through collaboration amongst varying stakeholders and across provincial and territorial boundaries.
- Destination Canada's Yukon project envisions building a network of community-led Indigenous lodges throughout the Yukon, Western Northwest Territories, and Northern British Columbia.
- The Yukon project is one of only three projects selected across Canada. Each project will undergo a feasibility study fully funded by Destination Canada, slated to be completed by the end of this year.

#### Additional response:

- The feasibility study will provide interested First Nations with key information that can help determine what kind of opportunities may exist in their communities.
- If deemed feasible and First Nations are interested, the First Nation lodge network project will be eligible to receive additional funding from Destination Canada to see the project come to fruition. We will be sure to inform the public about the status of this project as it unfolds in 2024.

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

- Tourism stakeholders, particularly those involved in Indigenous tourism will likely be interested in the status of this project.

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#### Background:

- Destination Canada received 15 submissions from around the country. The other two successful submissions include:

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Prepared for Minister Streicker  
Tourism and Culture

Date prepared: August 25, 2023  
Last Updated: n/a

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# Session Briefing Note

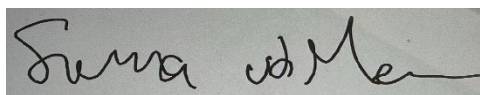
Fall 2023

## First Nation Lodge Network

Tourism and Culture

1. **Atlantic Canada UNESCO Tourism Corridor:** Aims to bring together the Canadian Commission for UNESCO, Fundy Biosphere Region, New Brunswick, Nova Scotia, Newfoundland and Labrador and Parks Canada to convene diverse stakeholders, foster innovation, and identify a common vision for the future where humans and the environment connect and thrive.
  2. **Sustainable Journey from Prairies to Pacific:** Leverages Highway 3, which is a key interprovincial corridor linking the large urban hubs of Southern Alberta and British Columbia's lower mainland. It offers a collection of cities, resort towns, national and provincial parks, small rural communities, Indigenous tourism experiences, outdoor recreation experiences, agritourism, sections of the Trans Canada Trail, wildlife viewing, culture and western heritage.
- Prior to submitting the First Nation Lodge Network proposal, all Yukon First Nations were contacted. While there are varying degrees of readiness within Yukon First Nations to develop their own lodge, no Yukon First Nations were opposed to the concept being studied.
  - To broaden the project across provincial and territorial boundaries, the Department of Tourism and Culture reached out to established partners in BC and the NWT. If successful, a network of small-scale, authentic indigenous lodges across northern BC, Yukon and western NWT could be an important tourist attraction, and will generate jobs and economic development in rural communities in these regions.

Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

## Session Briefing Note

**Fall 2023**

### Yukon Tourism Visitation Report

Tourism and Culture

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**Recommended response:**

- **Border crossings into the Yukon:** During the period from January to June 2023, border crossings into the Yukon were 22% lower compared to the corresponding period in 2019.
- **Same day border crossings:** From January to June 2023, there was a 31% decrease in same-day border crossings compared to the equivalent period in 2019. However, in the month of May 2023, there was a 5% increase in same-day border crossings compared to the same period in 2019.
- **Overnight Visitation:** Overnight visitation for international travelers during the first half of 2023 experienced a decline of 18% in comparison to the corresponding timeframe in 2019.
- **Airport Arrivals:** Between January and July 2023, the total number of airport arrivals stood at 105,232, whereas there were 120,347 arrivals recorded during the equivalent period in 2019. This is a decline of 13%.
- **Occupancy rate:** Occupancy rate from January to June 2023 was 2 percentage points lower than the same period in 2019.
- Overall, 2023 indicators are showing significant increases over 2022, but are still a bit below 2019 figures. It's important to note, however, that 2019 was a record year for visitation to the territory, and we are pleased to see such a swift and promising rebound.

**Additional response – impact of wildfires:**

- This summer, we saw an unprecedented surge in wildfire activity across Canada, significantly impacting communities in the Yukon and our neighboring provinces and territories.

## Session Briefing Note

**Fall 2023**

### Yukon Tourism Visitation Report

Tourism and Culture

- News of widespread evacuations and road closures raised concerns about visiting the Yukon.
- Our message to visitors was that while highway travelers must always be vigilant, the Yukon was open for travellers.

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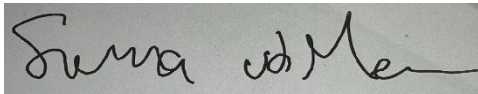
**Context—this may be an issue because:**

- People will be curious about the summer 2023 tourism season.

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**Background:**

- Quarterly reports are published to offer users the latest insights into tourism performance indicators. This comprehensive document encompasses a range of crucial data points, such as border crossings, air passenger volumes, accommodation occupancy rates, and more. These reports are available on Yukon.ca under the dedicated section for tourism statistics and reports.

**Approved by:**

August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]



## Session Briefing Note

### Rugged Apprentices Program

Fall 2023

Tourism and Culture

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#### Recommended response:

- The Yukon government, working with communities, Yukon First Nations governments, organizations and local businesses, invited volunteers from around Canada to the territory to work on tourism-related local community projects as part of the Rugged Apprentices program.
- This year, 50 volunteers from around Canada came to the Yukon from September 12-15, 2023 to work on community and infrastructure-related projects in Carmacks; Mayo; Dawson City; Teslin; and Tagish.
- Community partners provided volunteers with an exceptional visitor experience and genuine northern hospitality. Volunteers not only made a meaningful contribution to the community but also had the chance to work closely with and learn from local residents.

#### Additional response:

- “Voluntourism” is the concept whereby visitors travel with a mindset to leave a destination better than it was before they arrived and to engage in experiences that go beyond a traditional vacation.
- In 2022, the inaugural Rugged Apprentices program saw thirty-three Canadians participate in the program in Carmacks, Dawson City, and Watson Lake.
- In 2023, the program received the Premier’s Award of Excellence and Innovation.
- Recreation Director Matthew Cybulski, who was community host in Carmacks in 2022, said of the program: “Visitors became volunteers, volunteers became friends, friends became locals, and locals became family”.

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

# Session Briefing Note

## Rugged Apprentices Program

Fall 2023

Tourism and Culture

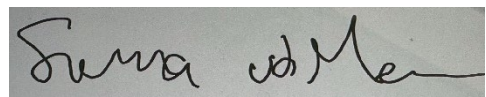
- Tourists and communities are interested in this program.

### Background:

- Community partners identified the need for volunteer help on their respective projects for 2023, which include:
  - Village of Teslin: Disc Golf Course improvements
  - Village of Carmacks: Merv Tew Park Enhancements –beautification, vandalism removal, infrastructure reinforcements.
  - Village of Mayo: FireSmarting and Safety – working with locals to FireSmart their properties in light of recent wildfire activity.
  - Tagish Campground (Carcross/Tagish First Nation): clearing brush, painting, and improving signage at the Campground.
  - City of Dawson (municipality, Klondike Visitors' Association): Community Garden Upgrades – replacing old, unsafe garden bed structures and beautifying the area around the Gardens.
- The overall program budget for 2023 is approximately \$75,000, broken down as follows:

Creative development & landing page (reusable assets)	\$26,000
"Welcome Kits" (\$53/person)	\$2,700
In-Yukon transportation (Air North, Husky Bus, Who What Where Tours)	\$7,300
Opening event (MacBride Museum; AliCat Catering)	\$3,950
Closing event (Gather Café)	\$2,500
To communities: Hosting fees (meals; entertainment; accommodations for volunteers)	\$31,700
Other (Volunteer Manual; supplies)	\$1,500

Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

## Session Briefing Note

### Collaboration with Alaska

Fall 2023

Tourism and Culture

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#### Recommended response:

- The Yukon plays an important role in connecting Alaska with both Canada and the lower 48.
- Yukon and Alaska have been working together to promote tourism to our mutual destinations for decades. We share many of the same visitors who travel up the highway towards Alaska or cruise the Alaskan Inside Passage and disembark in Skagway on post cruise tours.
- Tourism Yukon staff are in regular contact with representatives of the Alaska Travel Industry Association, Juneau and Skagway Convention and Visitors Bureau on mutually beneficial marketing programming, as well as Alaska-based tour operators, who are actively working in the Yukon.

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

- Tourism stakeholders may express interest in the Yukon government's efforts to collaborate with Alaska on tourism to bolster the sector.

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#### Background:

- Post-pandemic, the Department of Tourism and Culture has shifted from marketing to destination development and has collaborated with Alaska in several cross-boundary initiatives:
  - Installed a Tourism Kiosk (digital touch screen) in Skagway, AK to better promote the Yukon to cruise ship passengers.
  - Participated in Confluence AK Summit in 2022 and are planning to participate again on September 26-28, 2023, in Fairbanks.
  - Co-hosted a tourism event in Skagway in 2023 bringing Canadian and American operators together with visitor information staff to better promote each service and experience in our destinations. Similar events are on the planning phase for Haines, Anchorage and Fairbanks.
- Other initiatives supporting our recovery:

## Session Briefing Note

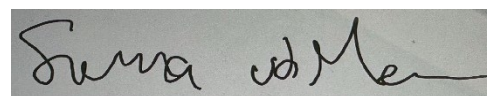
### Collaboration with Alaska

Fall 2023

Tourism and Culture

- Easing of border restrictions at all of our ports of entry
- New Air North Toronto route and codeshare partnership with Alaska Airlines
- **Cruise Ships.** Government of Yukon does not specifically capture cruise ship passenger numbers, but we do know that on average (pre-COVID) some 300,000 people typically cross into Yukon via the Fraser Border by bus or train, the majority of which could reasonably be presumed as Alaskan cruise ship passengers.

Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

## Session Briefing Note

Fall 2023

### Place Brand Strategy

Tourism and Culture

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#### Recommended response:

- Tourism and Culture led the development of a new Yukon Place Brand. Work on the project began in 2020-21.
- The first stage in the project was the development of a “Yukon Story” concept, which was carried out in partnership with the Yukon First Nation Chamber of Commerce. This work involved a series of in-depth one-on-one interviews with more than 80 diverse Yukoners from across the territory.
- Work completed to date includes a Brand Assessment, the development of the Brand Strategy and the completion of an online Brand Toolkit (including brand guidelines and a brand video): **Yukon-Brand.ca**.
- Next steps include establishing an external (to government) Place Brand working group to discuss how to sustainably manage the place brand over the long term, with strong private sector involvement.

#### Additional response:

- The Brand Toolkit is available to all Yukon businesses and stakeholders at no cost, to assist them with talent attraction, export marketing, investment attraction, and tourism.
- Several “proof of concept” projects using the Master Yukon Story have been implemented by Tourism and Culture. These include marketing support for the Yukon Prize in 2021, the development of a talent attraction brochure now being used by several stakeholders, and an investment attraction brochure being utilized by Economic Development.

# Session Briefing Note

Fall 2023

## Place Brand Strategy

Tourism and Culture

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

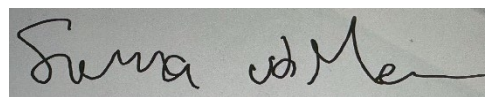
- Yukoners may not be aware of this free opportunity to access place brand assets.

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### Background:

- The total budget for the project in FY 2022-23 was \$175,000.
- Yukon-based Aasman Brand Communications and partners Cossette Inc. (Vancouver) were engaged to manage the project's deliverables.
- A critical next step in this project is governance - determining who will be responsible for long-term maintenance of the Yukon Brand, and how this work will be resourced. The practice in other jurisdictions typically involves a dedicated agency run as a public-private partnership, but other options are possible.
- The Yukon Place Brand strategy and graphic elements developed for the Brand Tool kit under the Place Brand project provided the inspiration for new Welcome to Yukon sign concepts and the 125 Prize logo.

### Approved by:



Deputy Minister, Tourism and Culture

August 25, 2023

[Date approved]

**Session Briefing Note****Fall 2023****Canada not on China's  
approved travel destinations list**

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Tourism and Culture

**Recommended response:**

- This past August, the Chinese foreign ministry announced a revised list of international destinations approved for group tours and package travel originating in China.
- A significant change is that Canada, which was on the approved list since 2017, is no longer included in the list of countries approved as international travel destinations for tour groups.
- Tourism and Culture staff are in close contact with officials at Destination Canada, who in turn, are working closely with Global Affairs Canada on the issue.

**Additional response:**

- The impact of these continued restrictions will be felt differently across the country. Chinese visitors have typically concentrated their travel in certain regions.
- Destination Canada reports that approximately 75% of all expenditures from Chinese travelers are in Ontario and BC.
- Yukon's visitation from China in 2019 was 2985 visitors (source: Yukon Border Crossings).
- Chinese nationals can still travel to Canada, including the Yukon, but the number of travelers from the market is anticipated to be relatively low.

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

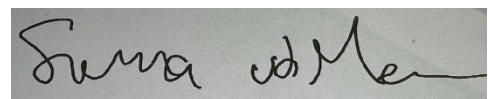
- A few Yukon tourism businesses were actively targeting the China market and may be concerned about the impact of the China foreign ministry's decision on their business.

**Session Briefing Note****Fall 2023****Canada not on China's  
approved travel destinations list**

Tourism and Culture

**Background:**

- Yukon's Arctic Colour Tours, which was specializing in the China market pre-pandemic, recently advised department officials that it has expanded its markets to include Japan and Australia and is no longer solely focused on attracting travellers from mainland China.
- In 2019, China was Canada's largest source of tourist arrivals from the Asia-Pacific region and Destination Canada's second largest long-haul market after the UK, and largest for spend. Canada welcomed over 708,400 Chinese tourists in 2019 with these visitors injecting \$2 billion into the Canadian economy during their travels in Canada.
- Visitation and expenditures from China have dropped significantly since 2020. For the full year 2022, there were only 64,000 overnight arrivals from China. This is 9% of 2019 levels. Our latest data, which is as of May 2023, shows that Canada received 55,000 overnight arrivals from China, which is only 24% of 2019 levels.
- China remains an important market for Canada. Destination Canada has indicated that it will continue to pursue select PR and travel trade activities in China such as agent training, media and public relations and social media activities, in order to keep Canada a priority with travel trade and in the minds of target travellers.
- Destination Canada has stated that it is continuing to actively monitor the situation to assess opportunities when appropriate.

**Approved by:**

September 1, 2023

Deputy Minister, Department

[Date approved]



**Session Briefing Note****Fall 2023****Tourism Cooperative Marketing Fund (TCMF) Evaluation**

Tourism and Culture

**Recommended response:**

- Over the summer, the department conducted an evaluation of the Tourism Cooperative Marketing Fund (TCMF) program, which included 135 completed surveys from clients and potential clients, and interviews with 10 department staff and 11 client organizations.
- The recommendations include:
  - Optimizing the program structure and design;
  - Improving performance measurement requirements;
  - Improving coordination and information sharing between the department and clients; and
  - Improving the application and administration platform for the program.

**Additional response:**

- Since the TCMF's inception, the needs of the industry; marketing approaches and technologies; the strategic priorities and plans of the Department (as seen in the Yukon Tourism Development Strategy); and the administration of the TCMF Program have all evolved, but the program has not been evaluated until now.
- The purpose of the evaluation was to review:
  - The state of strategic alignment between the TCMF and the broader mandate of the Department;
  - Whether the program has made progress towards its goals;
  - The state of use of performance measures; and
  - Whether there are opportunities to transform its intentions to better serve the sector.

**Session Briefing Note****Fall 2023****Tourism Cooperative Marketing Fund (TCMF) Evaluation**

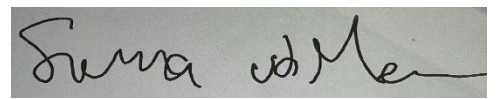
Tourism and Culture

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

- The tourism sector is aware of the evaluation and will be curious about the results.
- The tourism sector will be anticipating changes to the program and will want to know what they are.
- The recommendations will impact the tourism sector.

**Background:**

- The Government of Yukon has been administering the Tourism Cooperative Marketing Fund (TCMF) program for over 20 years, providing financial support to organizations within Yukon's tourism sector.
- The program has been modified overtime to adapt to the needs of the tourism sector, although a formal evaluation of the program has never occurred.
- During the engagement process for the Yukon Tourism Development Strategy, issues with TCMF were raised by many stakeholders.
- The TCMF offers a 50/50 cost-share on advertising activities and a fixed fee approach for travel-based marketing activities to tourism organizations, Yukon First Nations organizations, associations, and communities in the Yukon.
- The program is administered by the Department of Tourism and Culture with an annual budget of \$700,000.
- The Department hired MNP Management Services to conduct the review with a budget of \$48,000.

**Approved by:**

August 25, 2023

Deputy Minister, Department

[Date approved]

## Session Briefing Note

Fall 2023

### Yukon Archives

Tourism and Culture

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#### Recommended response:

- Since 1972, Yukon Archives has acquired, preserved, and provided access to the Yukon's written, visual and audio records.
- The community celebrated the 50<sup>th</sup> anniversary of Yukon Archives last year in a number of ways, including a new Artist-in-Residence pilot-project. The Artist-in-Residence opening reception will take place at Yukon Archives on December 7, 2023 to mark the end of the anniversary year.
- Yukon Archives partners with First Nations citizens, organizations, and governments on many initiatives, such as: increasing accessibility of the materials; improving accuracy of record descriptions; and sharing expertise on preserving and managing archival records.

#### Additional response:

- The Yukon's documentary heritage is a source of pride for Yukoners, and we encourage researchers and citizens to connect with Yukon Archives to learn about this treasure trove of material.
  - Yukon Archives has a strong partnership with the Yukon Council of Archives (YCA) and continues to look at ways to increase accessibility of the materials both in-person and online.
- 

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

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

#### Background:

- Yukon Archives holds a variety of records, including government and non-government records and a library of published materials.
-

# Session Briefing Note

Fall 2023

## Yukon Archives

Tourism and Culture

- The Archives Act:
  - Designates Yukon Archives as the official repository for records;
  - Grants the authority to acquire, preserve, and provide access to the Yukon's documentary heritage; and
  - Mandates that Yukon Archives authorize final dispositions for all Government of Yukon records.

### About the collections

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

### Digitization and Digital Preservation

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

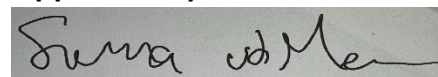
### Council of Yukon First Nations (CYFN)

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

### Yukon Archives stakeholders

- Friends of the Yukon Archives Society (FOYAS) works with Yukon Archives to acquire, preserve, and provide access to the Yukon's documentary heritage.
- Yukon Archives is in its seventh year of funding and providing support to the YCA's Community Archivist, who provides advice to archives throughout the territory on the preservation and management of records.

### Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

## Session Briefing Note

Fall 2023

### Arts

### Tourism and Culture

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#### Recommended response:

- The Arts Unit is mandated to foster the development and enhancement of the arts in the Yukon. Over \$4 million is invested each year to support the Yukon's arts sector, including over \$2 million in applicant-driven funding.
- The Department delivers ten funding programs for artists, arts events and organizations.
- Through these funding programs, in 2022-2023, the Department funded 178 organizations, projects, and activities. Between April and October of this year: 105 organizations, projects and activities.
- In addition to its funding programs, the Arts Unit directly funds four organizations: Yukon Arts Centre, Dawson City Arts Society (also known as the Klondike Institute of Art & Culture), Northern Cultural Expressions Society and Yukon First Nations Culture & Tourism Association. It also provides funding to the Yukon Art Society to administer the Artist in the School Program.

#### Additional 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 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

# Session Briefing Note

Fall 2023

Arts

Tourism and Culture

- Helps Yukon visual artists and craftspeople connect with audiences through Visual Art and Craft Strategy initiatives.

## Context—this may be an issue because:

- Artists and arts organizations continue to struggle to recover from COVID-19 and manage inflationary pressures. The capacity of arts organizations and their ability to retain qualified staff is also common challenge.

## Background:

### Express Micro-grant

- The department launched the new Express Micro-grant funding program on September 1, 2022, which addresses action 1.5 of Creative Potential, the Yukon's creative and cultural industries strategy (CCIS).
- The Express Micro-grant has a rolling intake with \$150,000 available annually to support the creative and cultural sector to respond swiftly to unique and timely opportunities.
- From September 2022 to July 2023 there were 58 recipients of the Express Micro-grant, located in Whitehorse, Watson Lake, Mayo, Carcross, Dawson City, and Old Crow.

### Indigenous Artists and Cultural Carriers Micro-grant

- The department launched the Indigenous Artists and Cultural Carriers Micro-grant program on January 1, 2023. This is a partnership between the Canada Council for the Arts and the Government of Yukon. It mirrors the Express Micro-grant, but is available specifically for Indigenous applicants.
- From January to July 2023 there were 36 recipients of this funding program, located in Whitehorse, Watson Lake, Carcross, Dawson City, Teslin, Ross River, Pelly Crossing, Old Crow, and Lower Post, BC.
- In December 2022, a new Indigenous Outreach Liaison position was created. This position is currently based in Dawson City and is tasked with helping Indigenous artists, cultural carriers navigate funding opportunities and support them in the application processes.

# Session Briefing Note

# Fall 2023

## Arts

## Tourism and Culture

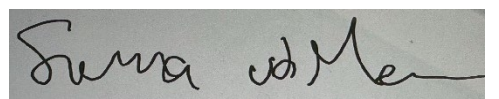
### Creative and Cultural Career Advancement Fund

- In March 2023, Yukon government announced a new funding program starting in 2023-24. The Creative and Cultural Career Advancement Fund will support three individuals for up to a full year with \$50,000 to support their creative or cultural career and business skill development. The program's 1st intake is October 16, 2023. In following years, the annual intake deadline will be on May 15.

### Yukon Permanent Art Collection (YPAC)

- 16 new works of art were added to YPAC in 2022 and an exhibition in the Jim Smith Building lobby celebrated these new acquisitions. 14 new works were added in 2023, with an exhibition opening on September 15, 2023 in the Jim Smith Building.
- YPAC holds well over 500 original works of art and is displayed in more than 30 locations around the Yukon. New works are acquired each year through an annual call for submissions.
- The Yukon Arts Centre storage vault, where the majority of the collection is stored, has reached capacity. With the doubling of the YPAC budget in 2023/24, the lack of storage will hinder the number and kinds of work that can be acquired. (see also – C6 Arts and Heritage Collections Facility)

**Approved by:**



Deputy Minister, Tourism and Culture

August 25, 2023

[Date approved]

## Session Briefing Note

Fall 2023

### Heritage, First Nation Cultural Centres and Museums

Tourism and Culture

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#### Recommended response:

- Government of Yukon is committed to supporting the protection, preservation, and interpretation of the Yukon's human and natural history, in partnership with Yukon First Nations and other organizations.
- As climate change and development activities impact our northern landscape, we are working diligently with Yukon First Nations to collect, manage, study, and interpret the heritage resources encountered as part of these changes.
- We are pleased to support 18 Yukon First Nations cultural centres and museums through funding and the provision of specialized advice and expertise in collections management and conservation.

#### Additional response:

- The Yukon is home to fascinating and internationally significant archaeological artifacts and palaeontological specimens. Protecting, preserving, and interpreting the Yukon's heritage resources is critical for scientific research and sharing Yukon's stories.
- Government of Yukon, with input from cultural centres, museums, heritage organizations and Yukon First Nations have developed a new Yukon First Nation Cultural Centres and Museums Policy. (see also C7 Museums and First Nations Cultural Centres Policy and Funding)

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

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

#### Background:

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Prepared for Minister Streicker  
Tourism and Culture

Date prepared: August 25, 2023  
Last Updated: n/a

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## Session Briefing Note

Fall 2023

### Heritage, First Nation Cultural Centres and Museums

Tourism and Culture

#### Archaeology/Palaeontology Programs:

- The preservation of organic materials in alpine areas (ice patches) is exceptional in southern Yukon and, as a result, artifacts have remained intact in snow and ice for thousands of years.
- Palaeontological specimens that have been preserved in permafrost for more than 10,000 years are being unearthed in the Klondike goldfields as a result of mining activities and in Vuntut Gwitchin Traditional Territory as a result of erosion.

#### Yukon First Nation Cultural Centres and Museums:

- Government of Yukon supports eight First Nation cultural centres, three municipal museums and seven not-for-profit museums and operates Yukon Beringia Interpretive Centre.
- Two YG funding programs support museums and cultural centres totaling almost \$2 million annually. (see also DPT4 Funding Programs)

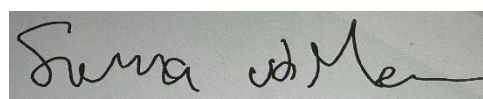
#### Yukon Geographical Place Names Program:

- 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 the Yukon.

#### Yukon Scientists and Explorers Act:

- The Yukon Scientists and Explorers Act states that anyone entering the 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.

#### Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

## Session Briefing Note

**Fall 2023**

### Historic Sites

Tourism and Culture

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**Recommended response:**

- Government of Yukon works closely with Yukon First Nations governments and communities to support the research, conservation, and interpretation of our historic places.
- Yukon is the only Canadian jurisdiction that has co-owned and co-managed historic sites with self-governing First Nations.
- These include: Rampart House and LaPierre House with Vuntut Gwitchin First Nation; Fort Selkirk with Selkirk First Nation; Conrad with Carcross Tagish First Nation, and Forty Mile, Fort Cudahy & Fort Constantine with Tr'ondëk Hwëch'in (**see table below for full list**).

**Additional response:**

- 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.
- In Spring 2023, Forty Mile Historic Site was severely damaged by flooding and ice jams. The impacts do not detract from the significance of the site nor the ancestral legacy that the site holds for the Tr'ondëk Hwëch'in (**see HOT 11**).
- The Gindèhchik/Rampart House & Zheh Gwatsàl/LaPierre House Historic Sites Management Plan Signing Ceremony and Rampart House Historic Site Designation makes completion of two important requirements under Chapter 13 of the Vuntut Gwitchin Final Agreement, providing protection and guidance on the management of the sites for the next 10 years.

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

# Session Briefing Note

Fall 2023

## Historic Sites

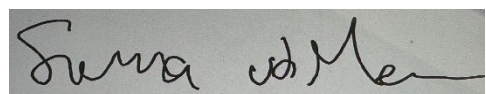
Tourism and Culture

- Yukon Historic Sites are tangible expressions of the Yukon's history and heritage and are valued and enjoyed by Yukoners, who often advocate for the protection, interpretation, and conservation of the sites.

### Background:

- The Historic Sites Unit administers the Yukon Historic Resources Fund, the Historic Properties Assistance Fund and the Heritage Trails program to provide funding for the study, conservation, development and interpretation of historic sites and trails. (see also DPT 4 Funding Programs)
- There are 12 Yukon Historic Sites and 22 municipal historic sites designated under the *Historic Resources Act*.
- Projects undertaken during field season in 2023 include:
  - A contract for log conservation and teaching at Robinson Roadhouse, Building 1, Block2.
  - Lifting and stabilizing the Community House and the Captain McKenna House on Herschel Island.
  - Work with Yukon First Nations, municipalities, and stakeholders to document historic places throughout the Yukon for interpretation, development assessment review and understanding. Specifically, continued documentation of sites on Yukon's North Slope with the Aklavik Hunters and Trappers Committee.
  - Collaboration with Carleton University Immersive Media Studio to document the Venus Mill.
  - Reroofing completed on the St. Andrew's Rectory at Fort Selkirk.
  - An improved renewable energy system installed at Rampart House Historic Site as part of Our Clean Future implementation.

### Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

Prepared for Minister Streicker  
Tourism and Culture

Date prepared: August 25, 2023  
Last Updated: n/a

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# Session Briefing Note

# Fall 2023

## Historic Sites

## Tourism and Culture

First Nation	Site Name	Co-owned <sup>1</sup>	Co-managed <sup>2</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	Pending confirmation from NND to go forward.	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	Yes (Pending transfer of private lot)	✓	On hold due to recent site impacts.  Included in Tr'ondek-Klondike World Heritage Site nomination	✓	Pending status of private lot within the site. Correspondence with owner and legal review ongoing. Management Plan, Interpretation Plan (2007), complete. Management Plan (2006) due for update.
Vuntut Gwitchin First Nation	Rampart House LaPierre House	✓ ✓	✓ ✓	April 25, 2023	✓ ✓	Management Plan (1999), Interpretive Signage Graphic Design Guidelines (Rampart House 2007, LaPierre House 2016). Updated Management Plan signed July 2023.
Carcross/Tagish First Nation	Tagish Post	✓	✓	Can go forward if CTFN interested	✓	Will be considered by CTFN after Conrad Management Plan is completed. Dependent on resources of YG and CTFN

# Session Briefing Note

## Historic Sites

Fall 2023

Tourism and Culture

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	✓	✓	Once title is raised, can designate	✓	Heritage Management Plan complete (2021). Interpretation Plan 2021. Interpretive Manual complete (2021).
Kwanlin Dūn First Nation	Canyon City	No (YG land)	✓	Can go forward if KDFN interested	✓	Dependent on interest of KDFN to move forward and available resources of YG and KDFN. Interpretation Plan complete (1995).
Champagne Aishihik First Nation	Sha'washe <sup>3</sup>	No (CAFN R-8A)	✓	Dependent on recommendation through development of Management Plan		Dependent on interest of CAFN to move forward and available resources of YG and CAFN.

<sup>1</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>2</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>3</sup> Sha'washe: Identified as a Special Management Area under Chapter 10 of the CAFN Final Agreement.

## Session Briefing Note

Fall 2023

### **Creative Potential: Advancing the Yukon's Creative and Cultural Industries Strategy**

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Tourism and Culture

#### **Recommended response:**

- Creative and cultural industries are an essential part of the Yukon's economy, well-being, and northern way of life.
- Our strategy, *Creative Potential: Advancing the Yukon's Creative and Cultural Industries*, is aimed at growing and developing Yukon's creative and cultural industries.
- The strategy identifies 4 strategic objectives and 22 key actions which reflect input gathered through extensive public and sector engagement. We have identified 10 actions to be completed over three years as Phase 1 implementation.
- These priority actions include: modernizing existing funding; offering new funding streams; industry branding and promotion; marketing and export strategies; workshops; and labour market supports.

#### **Additional response:**

- Approximately \$500,000 was allocated to new initiatives starting in fiscal year 2022/23, and we have implemented or are midstream implementing seven actions, with more underway. A progress report was released in May 2023.
- We launched three new programs which provide an additional \$450,000 to the creative and cultural sectors. These are the: Express Micro-grant, the Indigenous Artists and Cultural Carriers Micro-grant, and the Creative and Cultural Career Advancement Fund. **(see DPT 4 Funding Programs)**
- The budget for new acquisitions to the Yukon Permanent Art Collection was doubled in 2023-24.

## Session Briefing Note

Fall 2023

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

Tourism and Culture

- Over 25 professional development workshops for the creative and cultural sector have been offered by the department since 2022.

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

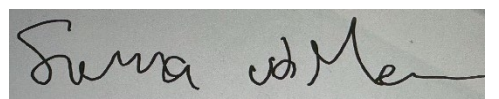
- Some members of the public may be interested in the implementation status of the strategy.

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#### Background:

- The Yukon's 2021 Culture GDP was \$67.7 million, representing 2.3% of the total territorial economy. Canada's 2021 Culture GDP was \$54.8 billion, representing 2.3% of Canada's total economy.
- 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.
- The share of culture jobs accounted for 3.3% of all jobs in Canada. Yukon culture jobs have increased 1.8% from 2020 to 2021 for a total of 782 culture jobs (2021).

#### Approved by:



Deputy Minister, Tourism and Culture

August 25, 2023

[Date approved]

## Session Briefing Note

**Fall 2023**

### Arts and Heritage Collection Facility

---

Tourism and Culture

**Recommended response:**

- The Department of Tourism and Culture has a legislated and ethical responsibility to provide proper care for heritage and art collections that we hold in public trust.
- Many items in our collections are irreplaceable and globally significant. Several items are held on behalf of Yukon First Nations, and collections are managed collaboratively with Yukon First Nations.
- The department is pursuing a new combined facility for Yukon government's art and heritage collections. Combining storage creates efficiencies, providing the necessary specialized storage and making the collections more accessible.
- Once funding for the facility is determined, design of the facility will occur with the participation of Yukon First Nations and other partners. We will ensure the facility design takes into account and reflects the evolving co-management relationship between YG and First Nations.

**Additional response:**

- The current storage and research facilities are deficient and present medium to high risk of deterioration or damage to the collections.
  - We are continuing to confirm suitable location and funding approach, as well as identifying interim storage solutions and relocation of staff.
- 

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

- The department has been working on finding a home for the potential site for several years. Discussions are ongoing with Highways and Public Works, Yukon University, and other partners to try to find a solution.



## Session Briefing Note

**Fall 2023**

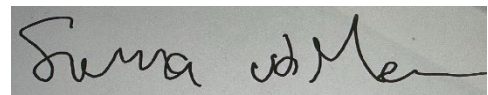
### Arts and Heritage Collection Facility

Tourism and Culture

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**Background:**

- Government of Yukon is the steward of approximately 75,000 archaeological artifacts and approximately 50,000 palaeontological specimens, and an impressive and extensive art collection of over 500 pieces on behalf of Yukoners.
- All of these collections are growing, and a functional building program has been completed based on a 20-year growth forecast.
- The Beringia ice-age fossil record in the Yukon is globally significant, yielding important scientific information about extinct ice-age fauna and the impacts of climate change.
- The archaeological record in the 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 assist cultural institutions throughout the Yukon.
- Since the development of that museums policy, 16 studies have cited the need for a facility, and many have advised of the imminent risk to Yukon collections in its absence.
- The June 2021 Minister of Tourism and Culture's mandate letter stated:  
"Continuing to work to establish a heritage resource centre for the conservation and protection of Yukon's archaeological, paleontological and cultural artifacts."

**Approved by:**

August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

## Session Briefing Note

**Fall 2023**

### **Museums and First Nations Cultural Centre Policy and Funding**

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Tourism and Culture

**Recommended response:**

- We are pleased to support 18 First Nation cultural centres and museums through financial agreements and by providing expertise and resources for collections management and conservation.
- A new policy on Yukon First Nations Cultural Centres and Museums is nearing completion. The new policy will establish eligibility to access funding and clarify the scope of funding and support services provided by the department's heritage resources unit.

**Additional response:**

- Work on the new policy included in-depth sector engagement and the draft policy was shared for feedback.
- Following the policy approval, a review of funding programs is planned to inform the department of sector funding pressures and modernize programs. The funding review will be completed by the end of the fiscal year.

---

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

- The Yukon Museums Policy dates to 1989. It includes outdated information and language and does not reflect the services currently provided to museums and cultural centres, or the distinct role that First Nation cultural centres play in communities. The sector is supportive of updating the policy.
- 

**Background:**

- *Creative Potential: Advancing the Yukon's Creative Economy and Cultural Industries*, Government of Yukon's strategy to support the creative and cultural

## Session Briefing Note

Fall 2023

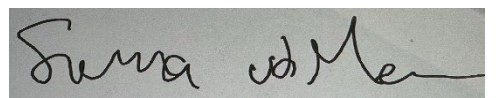
### Museums and First Nations Cultural Centre Policy and Funding

Tourism and Culture

industries, recommends the development of a new Yukon Cultural Centres and Museums Policy.

- The Museums Unit provides partial funding and support services to 18 museums and First Nation cultural centres in the Yukon and oversees the management of the Yukon Beringia Interpretive Centre. (see DPT 4 Funding Programs)
- Between 2015/16 and 2017/18 operational funding for museums and cultural centres increased by 30%. In 2022/23, YG provided an additional 13.2% to their base operational transfer payment agreement amounts, based on Consumer Price Index since the last increase in 2017/18 and a further 2% increase in 2023/24.
- The Museums Unit was created in 1984 and a key guiding document, the Yukon Museums Policy, came into effect in 1989. The policy describes its purpose and includes a policy statement. The policy also defines a Yukon museum and includes policy guidelines.
- Services for cultural centres and museums are provided through the Yukon Museums Assistance Program (operational and project funding), Collections Care Program (conservation and collections management) and First Nations Heritage Program (capacity development and cultural programming).
- The Yukon does not have museums legislation. Other jurisdictions in Canada refer to the establishment of museums and/or the distribution of funding and support services in legislation.

Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

## Session Briefing Note

**Fall 2023**

### Highway Rest Areas

Tourism and Culture

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**Recommended response:**

- Highway rest areas are an important service for tourists and Yukoners alike.
- Highways and Public Works is leading an initiative to provide a higher, consistent level of services for rest stops with a more standardized approach.
- Tourism and Culture is working with Highways and Public Works to ensure that rest areas will continue to highlight and interpret Yukon's points of interests.

**Additional response**

- Over the last few years, the cost of maintaining rest stops has increased significantly, leading to budget pressures, and reduced services.
- Three rest stops were closed this past summer due to the very high costs associated with cleaning and maintenance and will be permanently removed this fall/winter. Signage at these sites clearly indicates nearby alternatives.

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

- Yukoners and tourists travel the highways and require outhouses and waste receptacles.

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**Background:**

- The Department of Tourism and Culture has identified \$315,000 in funding in 2023-24 towards interpretive signage upgrades and rest area maintenance.
- There are currently approximately 130 rest areas and pullouts on the Yukon highway network, owned by either HPW, T&C, Environment, Community Services, or Parks Canada.

# Session Briefing Note

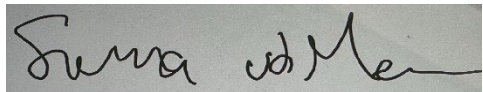
Fall 2023

## Highway Rest Areas

Tourism and Culture

- Tourism and Culture has a total of 19 rest stops under its responsibility, which can include any combination of garbage receptacles, outhouses, picnic tables, and interpretive signage.
- An MOU with HPW is signed each year as HPW manages the maintenance contracts for the rest stops under Tourism and Culture. This year, by removing the three sites from the maintenance schedule, total cost to Tourism and Culture under the MOU were reduced by approximately \$80,000.
- The three closed sites, all on the Klondike Highway, were closed due to higher than normal maintenance costs and due to their proximity to other more prominent rest areas.
- A majority of the budget for “Scenic Drives” is now used for rest stop maintenance contracts, with less and less being available each year for interpretive signage and other upgrades.
- The average distance between pullouts is 28 km. The maximum distance on class 1–3 highways is 70 km. About half of the 130 pullouts have outhouses.
- The service standards will specify minimum and maximum spacing between sites based on highway classification as well as the amenities that will be available.
- The HPW-led asset management plan envisions upgraded amenities at selected sites, such as EV charging and power, potential closure of some sites, and transfer of ownership of some sites.

Approved by:



September 1, 2023

Deputy Minister, Tourism and Culture

[Date approved]

**Session Briefing Note****Fall 2023****Yukon Prize Art Award**Tourism and Culture

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**Recommended response:**

- Yukon Prize is a cash award that recognizes and rewards Yukon visual artistic talent. While the Yukon Prize was founded by private individuals, Yukon government has supported the group through a number of initiatives.
- From September 15-17, 2023, a weekend dedicated to visual art and artists was celebrated in Whitehorse. It included an art crawl, a celebration, studio tours, and information sharing for artists.
- I was amazed at the richness of artistic talent here in the territory and pleased to see outside art experts taking notice and sharing their knowledge with Yukon's visual arts sector.

**Additional response:**

- Yukon government has been providing sustained arts funding programs for decades and receives accolades for the advice and support provided to emergent and established artists.
- The department offers ten different funding programs for the creative and cultural industries, with one more pending that has been identified under the *Creative Potential* strategy.
- The department is also responsible for the Yukon Permanent Art Collection which holds YPAC holds over 500 original works of art and is displayed in more than 30 locations around the Yukon. New works are acquired each year through an annual call for submissions.
- Yukon government provides over \$4M annually to arts and culture organizations and practitioners.

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

**Session Briefing Note**

**Fall 2023**

**Yukon Prize Art Award**

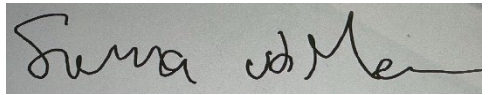
Tourism and Culture

- 
- There is interest in Yukon Prize and artist support.
- 

**Background:**

- Yukon Prize awarded its first cash prize in 2021 and awarded it again in September 2023.
- Yukon government has supported a number of Yukon Prize initiatives, including advertising, promotion, photography sessions and workshop offerings.

**Approved by:**



Deputy Minister, Department

\_\_\_\_\_ August 25, 2023 \_\_\_\_\_

[Date approved]

## Session Briefing Note

### Outhouse Closures on the North Klondike Highway

Highways and  
Public Works

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#### Recommended response:

- Rest areas along Yukon highways are an important part of our transportation network and provide all travellers with a safe and appropriate area to rest. Some rest areas have outhouses, garbage disposal, and interpretive messaging on the Yukon's history and environment.
- The Yukon government is developing a rest area strategy to provide a high, consistent level of service for rest areas with a standardized distance between them, allowing highway travellers to predict and rely on the Yukon system of rest areas for outhouse and garbage services.
- We know there is a need for a rest area between Faro and Carmacks, which is why we are planning to add a new rest area on the Robert Cambell Highway.
- The Yukon government permanently closed three rest areas on one road, the North Klondike Highway, this fall. There are currently 69 highway rest areas with outhouses in the Yukon.
- The closure of the three sites aligns with the Yukon government's rest area strategy. The three sites that closed are:
  - The Conglomerates point of interest at kilometre 297.8. There are outhouse facilities within 10 to 20 kilometers on either side of Conglomerates near Braeburn and Montague Roadhouse;
  - Yukon Crossing at kilometre 395.2. There are outhouse facilities within 13 kilometres of Yukon Crossing at Five Finger Rapids.
  - Stewart River viewpoint at kilometre 551.0. There are outhouse facilities in Stewart Crossing at kilometre 535 which is 16km away.



## Session Briefing Note

### Outhouse Closures on the North Klondike Highway

Highways and  
Public Works

- The outhouse at Conglomerates point of interest was removed in mid-October 2023, and the outhouses at the other two locations were removed at the end of October by Highways and Public Works.
- Highways and Public Works will evaluate the impacts of these closures on nearby rest areas to inform the rest area strategy.

#### Additional response:

- Implementing a long-term strategy and vision for a more standardized and cost-efficient system of roadside amenities will involve some outhouse closures.
- Highways and Public Works is also planning to install fast-charging stations at certain rest areas where feasible. For example, in 2024 we are planning on installing a charging station at the Canol Road rest area on the Alaska Highway.
- As the department develops and implements the rest area strategy, the department will continue to meet the needs of Yukoners and travellers travelling on our highways.

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

- The closure of outhouses has generated media attention.

#### Background:

- Most highway rest areas in the Yukon fall under the domain of Highways and Public Works.

#### Approved by:



October 31, 2023

Deputy Minister, Highways and Public Works

Date Approved

## ENV #21 / EMR #36

Fall 2023

### Session Briefing Note Our Clean Future Implementation

Environment and Energy,  
Mines and Resources

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#### Recommended response:

- Our Clean Future is the Government of Yukon's path to address the climate emergency.
- The strategy is continually being strengthened year after year as we assess our progress, review new research, consider the input of others and identify new and innovative solutions.
- We have committed to an ambitious target of reducing our emissions by 45 per cent below 2010 levels by 2030.
- We have also committed to ensuring the Yukon is highly resilient to the impacts of climate change by 2030, because we know the North will face climate impacts.

#### Additional response:

- It is important to look back on our progress to date and remain diligent in implementation when it comes to addressing climate change.
- We have legislated greenhouse gas emissions targets and associated reporting through the Clean Energy Act. (See EMR BN #31 / ENV #23)
- We launched the five-year Sustainable Canadian Agricultural Partnership this year which will enhance the agriculture sector's resiliency and adaptation to climate change. (See EMR BN # 20)
- In collaboration with Yukon's public utilities, we exceeded our target to install seven megawatts of renewable electricity capacity through the Micro-Generation program by 2030. ( See EMR BN #37)
- We launched the Better Buildings program to offer affordable financing for energy retrofits on Yukoners' homes and buildings.

## ENV #21 / EMR #36

Fall 2023

### Session Briefing Note Our Clean Future Implementation

Environment and Energy,  
Mines and Resources

- We established a geohazard mapping program to understand risks from climate change to the Yukon's transportation corridors.
- We advanced emergency preparedness by progressing on Community Wildfire Protection Plans for Dawson City, Mayo, Watson Lake, Beaver Creek, the Town of Faro and the Kluane Lake Region.
- We have begun work on developing flood maps for all flood-prone Yukon communities. Flood maps for the Southern Lakes, Carmacks, and Teslin [are anticipated to be released in 2024](#). The next communities for flood hazard mapping will be Old Crow, Ross River and Dawson/Klondike, with work occurring in 2024-25.
- We completed the installation of a biomass heating system at Elijah Smith Elementary School in May 2023.

#### Third response:

- Although we have made progress on many of our commitments, there is still significant work required to meet our 45 per cent greenhouse gas emissions target reduction by 2030.
- We are working with industry to establish a mining emissions intensity target for quartz and placer mining operations.
- We will continue to build on Our Clean Future as we learn more and implement new actions. This will be reflected in future annual reports.
- [Our 2022 Annual Report will be released in late 2023. We look forward to highlighting the good work that has been done in 2022.](#)
- [As this is an adaptative management strategy which involves 14 departments and agencies, it has taken some time to ensure that the report is strategically focused on helping us reach our targets.](#)

## ENV #21 / EMR #36

Fall 2023

### Session Briefing Note Our Clean Future Implementation

Environment and Energy,  
Mines and Resources

- As a government, we continue to collaborate on implementation of actions.
- We will continue to work with experts, stakeholders and partner governments across the territory and beyond, to identify opportunities to accelerate and intensify our efforts to reach our ambitious targets.
- We established the Yukon Climate Leadership Council to provide advice and perspectives to support us in meeting our greenhouse gas emissions targets. We are working to integrate the work of the Council directly into Our Clean Future and continue to implement existing actions that align with their recommendations.
- With the end of the second Yukon Youth Panel on Climate Change in 2022, we are exploring how to continue mentorship opportunities on climate change for the important voice of youth.

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

- Climate change is of high interest to Yukoners; they will want to know the government's progress in delivering on Our Clean Future commitments.

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#### Background:

- Our Clean Future was released on September 14, 2020.
- Our Clean Future contains 136 actions to reduce greenhouse gas emissions and support the Yukon to be highly resilient to the impacts of climate change by 2030.
- The Our Clean Future 2020 Annual Report was publicly released on August 12, 2021. The 2021 Annual Report was publicly released on September 12, 2022.

## ENV #21 / EMR #36

Fall 2023

### Session Briefing Note Our Clean Future Implementation

Environment and Energy,  
Mines and Resources

Approved by:



Deputy Minister  
Department of Environment

2023-11-14

Date approved



Deputy Minister  
Department of Energy, Mines and Resources

November 14, 2023

Date approved

## Session Briefing Note

### TC Our Clean Future – Actions and Costing

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Tourism and Culture

#### Recommended response:

- Tourism and Culture has made progress implementing four actions under the *Our Clean Future* strategy, which includes:
  - renewable electricity at remote historic sites co-managed by the Yukon government and First Nations partners;
  - Working collaboratively with First Nations and the Inuvialuit to document historic sites and culturally important places on the North Slope;
  - Establishing a framework to measure the sustainability of tourism development in the Yukon; and
  - Developing a system to track greenhouse gas emissions from Yukon's tourism industry.
- Two new solar energy systems were installed: at Fort Selkirk in fall of 2022 and at Rampart House in summer 2023.
- Research on the North Slope has been a collaborative effort with Inuvialuit, through both community engagement and cultural site documentation occurring over 2022 and 2023.

#### Additional response:

- In 2022, the department established the Yukon Sustainable Tourism Framework (YSTF) and became a member of the UN's International Network of Sustainable Tourism Observatories (INSTO).
- Very recently, the department released the 2022 Yukon Sustainable Tourism Annual Report and launched the Yukon Sustainable Tourism dashboard.
- The Yukon Bureau of Statistics, with support from Tourism and Culture, has developed a model to estimate greenhouse gas emissions

## Session Briefing Note

### TC Our Clean Future – Actions and Costing

### Tourism and Culture

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attributable to tourism. The first report, covering 2017-19, will be available in fall 2023.

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

- Climate change continues to be a high priority issue for Yukon government and Yukoners.
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#### Background:

- **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.
  - 2021-22= \$50,000 of OCF funding used to purchase solar components for three sites
  - 2022-23 = \$53,664 installation of system at Fort Selkirk and purchase of solar components for Forty Mile. Costs were covered by TC and site co-managers.
  - 2023-24 = \$24,534 for installation of system at Rampart House was covered from TC regular budget. Installation of the system at Forty Mile was delayed due to impacts at that site.
- **Action P8 (People & the Environment):** Work collaboratively with First Nations and the Inuvialuit to document information from historic sites and culturally important places on the North Slope that are at risk due to climate change by 2024.
  - Information session held in May 2022 with Aklavik Hunters and Trappers Committee and Elders Committee; Cultural Services Branch conducted one week of cultural site documentation in the North Slope July 2022 with Inuvialuit beneficiaries.
  - Additional engagement to report on summer activities took place March 1, 2023 in Aklavik.
  - 2022-23 = \$40,000 in OCF funding and \$6,000 contribution from TC.

## Session Briefing Note

### TC Our Clean Future – Actions and Costing

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### Tourism and Culture

- 2023-24 = Limited fieldwork due to weather. Additional management work planned with the community in spring 2024.
- **Action I10 (Innovation):** Establish and implement a framework to measure the sustainability of tourism development in Yukon by 2021.
  - The framework has been established, with the support of six key tourism NGOs in the Yukon, as well as the Yukon Tourism Advisory Board, the Premier of the Yukon, and Destination Canada. A working group has also been established to help guide framework implementation.
  - Annual funding for the life of Our Clean Future strategy:
    - \$100,000 ongoing in OCF funding for a FTE position to implement framework.
    - \$50,000 ongoing in OCF funding for framework operation/maintenance.
    - \$85,840 contribution from TC for dashboard development
- **Action I11 (Innovation):** Develop and implement a system to track GHG emissions from Yukon's tourism industry by 2021.
  - Yukon Bureau of Statistics, with support from TC, has developed a model to estimate GHGs attributable to tourism.
  - 2021-22 = \$12,000 in OCF funding
  - 2023-24 = \$12,000 in OCF funding



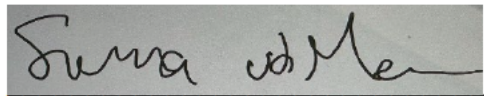
## Session Briefing Note

TC Our Clean Future – Actions  
and Costing

Tourism and Culture

T&C OCF Actions and Budget (\$000)	2021-22	2022-23	2023-24
E5 - Energy Production	\$50 (O&M)	\$0	\$0
P8 – People & the Environment	\$25 (O&M)	\$40 (O&M)	\$40 (O&M)
I10 – Innovation	\$100 (1 FTE) \$90 (O&M)	\$100 (1 FTE) \$50 (O&M)	\$100 (1 FTE) \$50 (O&M)
I11 - Innovation	\$12 (Capital)	\$0	\$12 (Capital)
<b>Total Budget</b>	<b>\$277</b>	<b>\$190</b>	<b>\$202</b>

Approved by:



August 25, 2023

Deputy Minister, Tourism and Culture

[Date approved]

### Housing Issues

### Yukon Housing Corporation

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#### Recommended response:

- There are challenges the Yukon's housing continuum, including:
  - a lack of affordable rental supply;
  - high house prices and mortgage rates; and
  - homelessness and a lack of access to housing with services.
- Exceptionally high building costs and rising interest rates are creating significant challenges for new housing projects, for both Yukon Housing Corporation and its partners.
- We continue working hard to move projects forward - through collaboration and strong partnerships - to provide relevant solutions to Yukoners' housing needs.

#### Additional response:

- Our government is seeking to increase housing options across the continuum and to make housing more affordable for Yukoners. (See [Tab #0](#))
- We continue to work to increase housing and land supply and to provide rental subsidies and support programs for homeowners to offer more affordable options for Yukoners.
- Following the 2022 Office of the Auditor General's (OAG) report, the Corporation and Department of Health and Social Services continue to progress implementing the OAG's recommendations. ([Tab #09](#))

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#### Context:

- On a square footage basis, contractors' bids for YHC projects have more than doubled in the last two years alone.
- The rental vacancy rate in the Yukon for all building types is currently 2.2 per cent (YBS Spring Rental Survey).
- The Banks 5-year average mortgage interest rate increased from 4.75 per cent in February 2022 to 6.24 per cent in May 2023 (Weekly Updates).

### Housing Issues

Yukon Housing Corporation

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#### Background:

- In 2022-23, the Yukon Housing Corporation lapsed 34 per cent of its revised capital budget.
  - This was largely due to cancellation and scaling back of projects being supported through the corporation's loans and grants programs.
- New housing projects led by YHC's partners – including the Safe at Home Society and the Vimy Heritage Housing Society – continue to face delays.
- The 5th and Rogers RFP received only a single application. It is currently under review.

Approved by:



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Colin McDowell  
A/ President, Yukon Housing Corporation

September 8, 2023

Date approved

## Session Briefing Note

### Inflation and Affordability (Corporate Note)

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#### Recommended:

- All Yukon households continue to see their budgets stretched by higher prices, with lower-income households often feeling the worst effects.
- At the same time, our government continues to track inflation and its impact on Yukoners, so that we can take steps to ease the burden, as we have been doing for the last year.
- [The Government of Yukon continues to work hard to make life more affordable for Yukoners and has announced an extension of the temporary \\$150 Inflation Relief Rebate to reduce the impacts that inflation continues to have on Yukoners.](#)
- [All non-government residential and commercial electricity customers will see a \\$50 credit on their bills starting in November 2023 and running through December 2023 and January 2024.](#)
- Several other measures included in the 2023-24 Budget are helping to make life more affordable for Yukoners.
  - funding for food in Yukon schools;
  - the timber harvesting incentive and a support program for commercial fuelwood harvesters and retailers to boost the fuelwood supply;
  - a quarterly top-up of \$150 to eligible recipients of the Yukon Senior Income Supplement;

## **Session Briefing Note**

### **Inflation and Affordability (Corporate Note)**

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- o a \$100 monthly increase to eligible Social Assistance recipients;
  - o increasing the Yukon Child Benefit to \$867 per child and tying the benefit amount in future years to the rate of inflation; and
  - o a 10 per cent increase to monthly payments to caregivers with children in out of home care.
- The Government of Yukon has also made significant and ongoing financial investments in Early Learning and Child Care. The new Universal Child Care Program has reduced fees to less than \$10 per day on average.

#### **Additional response:**

- This government first established a strong record of making life more affordable for Yukoners with almost \$10 million-worth of inflation relief made available in last year's budget.
- This included more funding for Food Network Yukon, a 10 per cent top up to the Pioneer Utility Grant and rebates on the purchase of firewood.
- Yukoners are also receiving inflation relief from the federal government. This includes the accelerated Canada Workers' Benefit, the elimination of interest on student loans, a doubling of the GST tax credit, dental care and the Canada Housing Benefit for renters.

# Session Briefing Note

## Inflation and Affordability (Corporate Note)

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

- Inflation has fallen from many decade highs but remains elevated in Canada and in the Yukon.
- Energy prices remain elevated, and higher costs for food and shelter have become prominent drivers of overall inflation in recent months. These are all areas where higher prices are more obvious to consumers.
- Housing affordability has been a concern in the Yukon for several years.
- [While remaining above historic norms, inflation of 3.8 per cent in September matched the national figure and was the lowest year-over-year increase in the Whitehorse Consumer Price Index \(CPI\) since January 2022 \(3.7 per cent\).](#)

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### Background:

#### Key government initiatives addressing inflation in the Yukon

- Our energy programs are successfully encouraging Yukon residents and local businesses to reduce their energy use, save money and choose low carbon options to live and move.
- A significant portion of the Government of Yukon's Five-Year Capital Plan is allocated to housing and land development in order to continue to help address the supply side of the housing equation.
- Yukon Housing Corporation is investing across all parts of the housing continuum, including increase to supportive housing, subsidized Community Housing, and rental subsidy programs.
- This builds on previous programs to improve affordability for Yukoners under previous budgets.
- Last year, the Government of Yukon announced almost \$10 million in new inflation relief measures targeted at vulnerable groups.

## **Session Briefing Note**

### **Inflation and Affordability (Corporate Note)**

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- The inflation relief rebate covered seven months at a total cost to Government of \$7.6 million. The inflation relief rebate automatically applied a \$50 credit to all residential and commercial ATCO Electric Yukon and Yukon Energy electricity bills.
- Yukoners on social assistance received a one-time payment of \$150.
- Seniors were supported by a 10 per cent top up in the Pioneer Utility grant and a one-time payment of \$150 to recipients of the Yukon Seniors Income Supplement.
- Yukoners who heat their homes with wood are eligible for a \$50 rebate per cord of fuel wood purchased from April 1, 2022 to March 31, 2023. Yukon also introduced the Timber Harvesting Incentive that gives commercial timber harvesters \$10 per cubic metre.
- The pilot program that gave an extra \$500 per month to Extended Family Caregiver agreement caregivers and foster caregivers was extended by 6 months to March 31, 2023.
- In June 2022, the Yukon government extended the Tourism Accommodation Sector Supplement and Tourism Non-Accommodation Sector Supplement programs, administered through Economic Development.

#### **Yukoners are also supported by Federal Government affordability programs:**

- Accelerated Canada Workers Benefit payments and new minimum entitlement started in July 2023 (\$4 billion over six years, starting in 2022-23).
- All Canada Student Loans and Canada Apprentice Loans became permanently interest-free starting in April 2023 (\$2.7 billion over five years and \$556.3 million ongoing).
- GST Tax Credit: The GST tax credit has doubled for six months in the current benefit year. Additional payment will be provided in one lump sum, before the end of the benefit year. Targeted to individuals and families with low incomes

## Session Briefing Note

### Inflation and Affordability (Corporate Note)

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(below \$39,826, and gradually phased out above that level). Single Canadians without children will receive up to an extra \$234, and couples with two children will receive up to an extra \$467 this year. Seniors will receive an extra \$225 on average.

#### **Government initiatives which are indexed to inflation:**

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

#### **Inflation outlook**

- Following record annual inflation for Whitehorse of 6.8 per cent in 2022, the same increase seen nationally, monthly inflation has remained elevated in 2023. [September's inflation of 3.8 per cent was the lowest since January 2022 and matched the national increase. Prior to September, Whitehorse inflation had exceeded the Canadian figure for fourteen consecutive months.](#)



## Session Briefing Note

### Inflation and Affordability (Corporate Note)

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- Early in the recovery from the COVID-19 pandemic, some price pressures were slower to materialize in the Yukon than in other parts of the country, as inflation for Whitehorse was amongst the lowest in Canada in the first half of 2022.
- Robust price growth in the CPI components of food, shelter and recreation, education and reading material have been key drivers of overall inflation in 2023. Stronger growth in these three components in the Whitehorse CPI, account for much of the difference between the overall levels of inflation for Whitehorse and Canada in recent months.
- The Bank of Canada continues to be aggressive in trying to get inflation under control. With a 0.25 percentage point increase in July, the Bank has raised the target for its overnight rate 4.75 percentage points since January 2022. At 5.0 per cent, the overnight rate is at its highest level since early 2001.
- Most forecasters still expect inflation in Canada will move towards historic norms over the next couple of years as the effect of higher interest rates move through the economy. Canadian inflation is expected to decline from near 7 per cent in 2022, to 3.5-4.0 per cent in 2023. Inflation in 2024 is expected to return to [within](#) the Bank of Canada's target range of 1-3 per cent.
- While inflation in Whitehorse has been stronger in recent months, it generally follows the national trend. Current expectations are for inflation to come in at 5.5 per cent in 2023, before falling to 2.5 per cent in 2024.

#### Carbon Taxes and Grocery Prices

- The effect of the carbon tax on CPI has contributed to inflation, but only modestly and mostly through the direct effect on fuel prices.
- According to the Bank of Canada, the direct effect of carbon tax is adding 0.15 percentage points to inflation this year.

# Session Briefing Note

## Inflation and Affordability (Corporate Note)

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- An economist at the University of Calgary<sup>1</sup>, estimates that accounting for indirect effects brings this impact to 0.2 percentage points.
- For food in particular, the entire \$65 per tonne carbon tax increases monthly spending on groceries by at most \$20 per month, and likely closer to \$5 per month after accounting for emissions allowances provided by the federal Output Based Allocation system.<sup>2</sup>
- Overall, food price increases appear to be predominantly driven by other factors as prices have increased across North America independent of the implementation of a carbon tax.
- In the US, with no carbon tax system in place, food prices have increased by 26 per cent since the carbon tax came into effect in Canada in January 2018. In Canada the increase has been a similar 28 per cent.
- Whitehorse recorded an 18 per cent increase in food prices since January 2018 while Urban Alaska reported a 28 per cent increase.

### INFLATION RELIEF ACROSS GOVERNMENT

#### Programs currently in place:

#### Tourism and Culture:

##### Community Tourism Destination Development Fund

- In October 2022, the Department of Tourism and Culture announced the creation of the Community Tourism Destination Development Fund, which is slated to run for an initial 3-year term.
- The new annual funding program is available to local businesses, First Nations governments, First Nation Development entities, municipalities and not-for-profit

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<sup>1</sup> Trevor Tombe

<sup>2</sup> Energy and Environmental Policy Trends: Indirect Carbon Tax Costs Reduced By Policy Design, Kent Fellows and Trevor Tombe, University of Calgary

# Session Briefing Note

## Inflation and Affordability (Corporate Note)

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organizations for projects that will improve tourism-related services and infrastructure.

- Projects can focus on infrastructure like accommodations, attractions, activities and amenities, and special consideration will be given to umbrella projects, where multiple organizations are working together.

### Creative and Cultural Industries

- In November 2021, the Department of Tourism and Culture released Creative Potential; Advancing the Yukon's Creative and Cultural Industries, a 10-year strategy to support the growth and development of the creative and cultural industries in the Yukon.
- The CCIS identified 4 strategic objectives and 22 key actions, which reflect input gathered through extensive public and sector engagement.
- We also identified 10 actions in support of pandemic recovery to be completed over 3 years as Phase 1 implementation, which includes:
  - Modernizing existing funding;
  - Offering new funding streams;
  - Industry branding and promotion;
  - Marketing and export strategies;
  - Workshops; and
  - Labour market supports.
- In 2023-24, 3 new funding programs will provide \$450,000 annually to the creative and cultural sectors, including:
  - Express Micro-grant;
  - Indigenous Artists and Cultural Carriers Micro-grant; and
  - Creative and Cultural Career Advancement Fund.

# **Session Briefing Note**

## **Inflation and Affordability**

### **(Corporate Note)**

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#### **Additional Funding Programs**

- Tourism and Culture also provides annual supports to the tourism and culture sectors through Transfer Payment Agreements (TPAs) with many NGOs across the Yukon and through a number of regular funding programs, including:
  - Advanced Artist Award;
  - Arts Fund;
  - Arts Operating Funds;
  - Cultural Industries Training Funds;
  - Culture Quest;
  - New Canadian Events Fund;
  - Touring Artist Fund;
  - Historic Properties Assistance Program;
  - Historic Resources Fund;
  - Museums Contribution Program;
  - Special Projects Capital Assistance Program (SPCAP); and
  - Tourism Cooperative Marketing Fund;

#### **Yukon Development Corporation:**

##### **Inflation Relief Rebate**

- The Inflation Relief Rebate (IRR) provides \$50 per month to all non-government residential and commercial electricity customers to help ease the impacts of rising inflation.
- The IRR was subsequently extended for March, April, and May 2023. The budget in 2023-24 is comprised of:

## **Session Briefing Note**

### **Inflation and Affordability**

#### **(Corporate Note)**

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- \$2,056,000 for program costs in April and May 2023 (costs for March 2023 are included in the 2022-23 Supplementary Estimates #2).
- \$3,246,000 for a further 3 additional months. We will continue to monitor inflation and costs of living, and we anticipate this will show on electricity bills next winter when electricity bills are typically higher.

#### **Economic Development:**

##### **Paid sick leave program**

- On April 1, 2023, Economic Development launched the Paid Sick Leave Rebate. The program will run for two 12-month blocks:
  - April 1, 2023 to March 31, 2024; and
  - April 1, 2024 to March 31, 2025
- The Paid Sick Leave Rebate is a temporary program that offers up to 40 hours of paid sick leave to employees and self-employed Yukoners that earn less than the average private-sector wage of \$33.94/hour. The program is available to employees regardless of whether their employer offers paid sick leave.

#### **Energy, Mines and Resources:**

##### **Energy retrofits and funding to improve efficiency and offset costs**

- Our energy programs are successfully encouraging Yukon residents and local businesses to reduce their energy use, save money and choose low carbon options to live and move.
- Energy efficiency programs are available for the transportation sector, renewable heating sector, and the construction sector focusing on high efficiency buildings.
- For existing homes, the Energy Branch offers the Good Energy rebate program for high performance heating systems and upgrades to thermal enclosures including insulation and windows, and high performance new homes. Taking these measures will save homeowners money on their energy costs.

## **Session Briefing Note**

### **Inflation and Affordability**

#### **(Corporate Note)**

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- For commercial and institutional buildings, the Energy Branch offers rebates for greenhouse gas-reducing retrofits and renewable heating.
- Between January 1, 2018, and June 30, 2023, 176 high-performance retrofits to residential, commercial and institutional buildings have been completed across the territory.
- Innovative programs like the Better Buildings Program, combined with our Good Energy rebates, make energy retrofits more accessible and affordable for Yukoners.
- For First Nation and municipal buildings, the Energy Branch offers retrofit and funding support through its Community Institutional Energy Efficiency Program.
- To help increase the supply of firewood, we distributed \$315,000 to 33 Yukon businesses under the Timber Harvest Incentive program in 2022-23. We are offering this program for another year as it increased timber harvest volumes and prompted new harvesting businesses to emerge. No new applications have been received yet for this year, but we did not anticipate to see them until the fall when the businesses start operating again.
- The Government of Yukon and the Canadian Northern Economic Development Agency combined financial contributions to launch a new \$200,000 support program offering funding for commercial harvesters and retailers.
- The program will help forest sector businesses with the cost of purchases and repairs from local suppliers for harvest equipment, vehicles and trailers, personal protective equipment, and other equipment. For larger harvesting businesses, the funds can also be used for things like planning and administrative costs.
- Applicants have until March 31, 2024, to apply or until available funds are exhausted.

# **Session Briefing Note**

## **Inflation and Affordability**

### **(Corporate Note)**

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#### **Yukon Housing Corporation:**

#### **Projects under the Five-Year Capital Plan which support housing affordability and those in need include:**

- The 47-unit housing complex at 401 Jeckell Street in Whitehorse opened in January 2023. The building provides new homes to Yukoners, including 5 three-bedroom, 12 two-bedroom, 16 one-bedroom and 14 bachelor units.
- A Yukon Housing Corporation Housing Initiatives Fund recipient, Right On Property Group, has completed Boreal Commons, a new 87-unit rental development in Whitehorse's Whistle Bend neighbourhood. This large-scale housing project will help address the need for more rental housing in the Yukon, including for more affordable and accessible units.
- Normandy Living, the Yukon's first private seniors' supportive living community, has officially opened its doors in Whitehorse with 84 modern suites, including housing units for First Nations Elders and affordable units for low-income seniors.
- Triplex housing units in Watson Lake, Mayo and Whitehorse were completed in spring 2022 and are providing affordable homes to families in each of these communities.
- A 10-Plex Mixed-Use Housing complex in Old Crow is under construction.
- Construction of a 10-Plex Housing First Project in Watson Lake started in the summer 2023 and is expected to be completed by fall 2024;
- Two accessible duplexes in Mayo and Carmacks were completed this summer and are now available for YHC clients.

#### **Other highlights from the plan**

- More homes will be created for Yukon families in rural communities through the construction of three duplexes in Dawson City and Faro. These homes are on track for completion in summer 2024.

# Session Briefing Note

## Inflation and Affordability (Corporate Note)

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### Health and Social Services:

- A 37.5 per cent top-up to eligible Yukon Senior Income Supplement recipients' monthly payment;
- a \$100 monthly increase to eligible Social Assistance recipients; and
- a 10 per cent increase to monthly payments to caregivers of children in out of home care.

### Covid-19 and other temporary inflation relief measures no longer in place:

### Tourism and Culture:

#### **COVID-19 Business Relief Programs**

- In response to the COVID-19 pandemic, the Government of Yukon acted quickly and decisively by implementing one of the most robust business relief programs in the country. This began with the Yukon Business Relief Program (YBRP) in 2020, which was open to any business from any sector that experienced at least a 30 per cent revenue loss due to the pandemic.
- In that same year, Tourism and Culture (T&C) also launched the Tourism Relief and Recovery Plan (TRRP), which was reviewed and endorsed by the Yukon Tourism Advisory Board (YTAB) and industry.
- The Tourism Relief and Recovery Plan committed \$15 million over 3 years to support the tourism sector and was focused on 4 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.
- Through the TRRP, various financial support programs were rolled out during the course of the pandemic to sustain the tourism industry and prepare it for the eventual reopening of borders, including:



# Session Briefing Note

## Inflation and Affordability (Corporate Note)

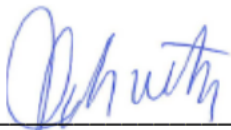
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- Tourism Accommodation Sector Supplement (TASS);
- Tourism Non-Accommodation Sector Supplement (TNASS);
- Culture and Tourism Non-profit Sector Supplement;
- Great Yukon Summer (GYS) program;
- Great Yukon Summer Freeze program;
- ELEVATE program; and
- A top-up to the Tourism Cooperative Marketing Fund (TCMF).

### Health and Social Services:

- a one-time \$150 payment to social assistance recipients;
- a one-time payment of \$150 to Yukon Seniors Income Supplement recipients;
- a one-time 10 per cent additional payment to Pioneer Utility Grant recipients;
- a 6-month extension of \$500 per month to caregivers of children in out of home care; and
- a commitment of \$100,000 to Yukon Anti-Poverty Coalition to continue to support food security across the territory.

**Approved by:**



Deputy Minister, Finance

October 26, 2023

Approved

### Truth and Reconciliation Commission – Update on Calls to Action

Executive Council  
Office

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#### Recommended response:

- Reconciliation is an ongoing process and a shared responsibility of all governments and individuals in our society.
- Our government is deeply committed to advancing reconciliation through collaboration and partnership with Indigenous governments.
- While there is still more work to do, our efforts are resulting in meaningful change and creating better programs and services for all Yukoners.
- In honour of the National Day for Truth and Reconciliation this year, we shared our progress toward addressing the Truth and Reconciliation Commission's Calls to Action through the release of the Pathways magazine and an accompanying report.
- The magazine and report provide an update on our actions being taken across the Yukon government and in close collaboration with First Nations governments and organizations in areas including child welfare, health, education and justice.

#### Additional response:

- The Government of Yukon and Yukon First Nations governments are leaders in demonstrating a collaborative approach to reconciliation.
- We will continue our collaborative work to implement and report on the Calls to Action, including through work on Yukon Forum joint priorities and by implementing the *Putting People First* recommendations.

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

- The 2023 mandate letters include a commitment to fulfill the Truth and Reconciliation Commission's (TRC) Calls to Action.
- CASA 2023 contains a commitment to work with First Nations to continue to implement the TRC recommendations through targeted investment.

## Truth and Reconciliation Commission – Update on Calls to Action

Executive Council  
Office

- It is expected that the media and opposition will be interested in the fall 2023 public update, which will be the first comprehensive public update since 2016.

### Background:

- The TRC report, *Honouring the Truth, Reconciling for the Future*, was released in June 2015. It contains 94 Calls to Action focused on redressing the harms resulting from Residential Schools and creating better relations between the federal, provincial and territorial governments and Indigenous Peoples. Thirty-two of the Calls to Action relate directly to YG.
- YG and Yukon First Nations (YFNs) have collaborated on addressing the Calls to Action under the 2017 Yukon Forum Joint Priority Action Plan and through other reconciliation initiatives, such as supporting the important work of the YFN-led Yukon Residential Schools and Missing Children Project.
- YG has taken additional steps to address the Calls to Action, including:
  - establishing the position of Assistant Deputy Minister of First Nations Initiatives at the Department of Education, signing an agreement to establish a YFN School Board, and entering into education agreements with all YFNs (speaks to Calls 7 and 10 directed to the federal government);
  - supporting Indigenous athletes and the North American Indigenous Games (Call 88);
  - implementing the YFN Procurement Policy (relates to Call 92) and the Representative Public Service Plan: *Breaking Trail Together* (relates to Call 7);
  - working with YFNs and Yukon Indigenous women's groups to implement the Yukon's *Missing and Murdered Indigenous Women, Girls and 2-Spirit+ People Strategy* (MMIWG2S+ Strategy) (relates to Call 41);
  - participating at the Trilateral Table on the Wellbeing of YFN Children and Families to address gaps for culturally appropriate parenting programs (Call 5); and

**Truth and Reconciliation Commission  
– Update on Calls to Action**

Executive Council  
Office

- receiving input from YFNs on Health and Social Services programming through the Mental Health Advisory Committee (relates to Call 19).

**Approved by:**



Deputy Minister, Executive Council Office

October 10, 2023

Date

# **Session Briefing Note (Corporate)**

## **2023-24 Supplementary Estimates #1**

### **Key Information**

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**TAB#25**  
**Fall 2023**  
Finance

#### **Recommended response:**

- The 2023-24 Supplementary Estimates No. 1 forecasts an overall gross increase of \$132.7 million in O&M spending, with an offsetting increase of \$26.8 million in recoveries. The net increase in new O&M spending is forecast at \$105.9 million.
- Revenues are expected to increase by \$18.7 million, mainly to reflect an increase of \$2 million to the Canada Health Transfer and \$15 million for federal funding for Affordable Housing in the North.
- A large portion of the increase in O&M is for the new collective agreement between the Government of Yukon and Yukon Employee's Union. This new collective agreement was ratified in June and accounts for a \$36.9 million increase in O&M.
- The Supplementary Estimates also respond to several new or unanticipated challenges requiring funding. Some of these items include:
  - \$25.0 million for environmental care and maintenance work at the Minto Mine following the cessation of operations at the site in May, which will ensure that our environment remains protected;
  - \$19.6 million for wildland firefighting costs in response to the significant fire season experienced in the territory and which helped ensure the safety of Yukoners;
  - \$14.9 million in response to operational funding pressures at the Yukon Hospital Corporation to ensure that Yukoners have access to the health care services and supports they need;

**Session Briefing Note (Corporate)****2023-24 Supplementary Estimates #1****Key Information**

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- \$9.8 million in response to cost pressures for Insured Health to support the wellbeing of Yukoners; and
- \$1.9 million to support the Substance Use Health Emergency Strategy, and \$1.4 million for initiatives to support reconciliation with Yukon First Nations governments.
- The Supplementary Estimates also include a \$21.4 million capital allocation to support the development of a marine services platform in Skagway, which will create positive opportunities for Yukon's mining industry and its broader economy. We have identified offsetting adjustments based on timelines, loan program uptake, and the progress of various capital projects to accommodate this new project without any gross changes to capital spending.
- The Yukon government has maintained its surplus by making use of its contingency fund, included as part of Budget 2023-24. This \$50 million contingency fund helped shelter the government's fiscal position and allowed us to respond to emerging challenges throughout the year. The use of the contingency fund has allowed the government to present a revised surplus of \$3.6 million as part of these Supplementary Estimates.

**Additional response:**

- Changes in the Supplementary Estimates result in a revised year-end net debt of \$423.8 million.

# Session Briefing Note (Corporate)

**Fall 2023**

## 2023-24 Supplementary Estimates #1

Finance

### Key Information

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- The use of the contingency fund will cover the following emergency cost pressures:
    - \$25 million for unplanned maintenance costs at the Minto mine;
    - \$19.6 million for increased wildland firefighting activity.
    - \$2.3 million for other emergency response measures, like the Village of Mayo evacuation in response to the Talbot Creek fire;
    - and \$1.9 million for Substance Use Emergency response.
- 

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

- The 2023-24 Second Appropriation Act is tabled in the fall session and will be the subject of debate.
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### Background:

- Supplementary Estimates are used annually by a government to account for spending that is unforeseen at the time of tabling the annual Budget. It is common to have one or two spending updates throughout the fiscal year.
- They are tabled during the fall and spring sessions, debated and voted on in the legislature and provide departments with increased spending authority for O&M and Capital for the current fiscal year.

### Approved by:



Deputy Minister, Finance

September 29, 2023

[Date approved]