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

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**Recommended response:**

- Following the Request for Proposals in 2023, Kwanlin Dun's Chu Níikwän Development Corporation (CNLP) emerged as the highest-ranked proponent.
- The new Convention Centre will have a capacity of 750 to 1000 guests and can generate an economic impact of \$800 to \$1000 per guest for three to five days of events.
- The current economic impact of meetings, incentives, conferences, and exhibitions (MICE) on the Yukon is \$7.1 M. The Yukon Convention Bureau has modeled the community economic impact from an expanded MICE market at around \$20M/year after 5yrs of successful operations.

**Additional response:**

- CNLP proposed a 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, leveraging KDCC facilities, Yukon First Nation involvement and long-term operational viability.
- Late fall 2023, YCB/YG/CNLP signed an LOI. It includes two phases one to deliver a schematic design, design program and C-Level estimate and another to negotiate a development agreement and operational and lease agreement.
- In the summer of 2024, we saw the completion of phase one, the Design Program, Schematic Design and C-level estimate.
- Phase two remains contingent on confirmation of funding for the project.

**Session Briefing Note**

**Fall 2024**

**New Convention Centre**

Tourism and Culture

**Context—this may be an issue because:** There is strong interest in this project from the public, the tourism industry and the general business community.

**Background:**

- 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.
- The federal government has expressed interest in making a capital contribution to this project as well. Construction funding will not be needed until later this fiscal year, at the earliest.
- The C-level estimate range is 66 M to 94 M.
- This project has been identified as a priority item in the 2023 Mandate Letter.
- The decision to proceed with the Convention Centre project was based on:
  1. Industry Advocacy and Support
  2. Market Research – Availability of Land
  3. Economic Spin-Offs
  4. Meeting Industry Analysis and Trends

**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.

Approved by:

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

## Session Briefing Note

### Airport Impacts on Tourism

Tourism and Culture

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#### Recommended response:

- Erik Nielsen Whitehorse International Airport (ENWIA) is undergoing important upgrades from 2023-2026, with the major work being completed during the summer months in 2024 and 2025. Upgrades include reconstructing the main runway, expanding apron areas, improving lighting, and building a new maintenance facility.
- The project is essential for improving air travel performance and maintaining safe and reliable jet service to/from Whitehorse.
- Tourism Yukon continues to support Air North, Yukon's Airline, in developing interline agreements for international access.

#### Additional response:

- During the construction, aircraft larger than B737's won't be able to land. However, Condor's passengers will continue to be able to travel to the Yukon on Air North via its major gateways in southern Canada as a result of the interline agreement between the 2 companies.
- In 2024, Condor switched to the Airbus A-330 aircraft fleetwide, which requires an airport classified at AGN V. Whitehorse International Airport is currently classified at AGN IV. Discussions are ongoing with Transport Canada, the federal agency responsible for transportation policies and programs on the matter.

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**Context—this may be an issue because:** The tourism industry will be looking for updates on how the improvements to the airport will impact the tourism sector.

#### Background:

- The Yukon and the federal governments are investing up to \$186.2M to upgrade Whitehorse Eric Neilsen International Airport's infrastructure, safety measures, and operational capacity.

**Session Briefing Note**

**Airport Impacts on Tourism**

Tourism and Culture

- The project supports economic development, the mining and tourism sectors in the Yukon, and aims to increase the airport's resilience against climate change.
- The economic value generated in the Yukon by the German-speaking market from January to August 2025 is approximately 12.7 million. The same period in 2019 was 11.8 million (an increase of 7.4%).
- Air North has reported robust Yukon sales in 2024 through that interline agreement with Condor.
- Initial reports indicate that more than 4000 segments were sold on Condor's website, and another 1500 plus on other interline agreements. This data specifically highlights the Air North and Condor interline. It is important to note that numerous travel channels also cater to the German-speaking European market, expanding the reach even further.
- WestJet and Air North have also signed a new interline agreement starting July 31, 2024, that will connect WestJet's global network and the Yukon with single point check-in and through-checked bags for connecting itineraries.
- This new agreement complements Air North's other interline agreements – including the one with Condor, which contributed to a nearly 20% increase in European travel this year.
- By tapping into WestJet's global network, visitors from the American, Asian and European markets have easy access to the Yukon as a travel destination.
- The overall airline seat capacity between Vancouver and Whitehorse is close to 20% over 2019. Air North's capacity with Vancouver, Edmonton and Calgary, all three connection airports for Condor will increase an estimated roughly 20% as well, in 2025.

Approved by:

Sierra van der Meer  
Deputy Minister, Tourism and Culture

October 16, 2024  
[Date approved]

**Session Briefing Note****FALL 2024****Erik Nielsen Whitehorse  
International Airport**Highways and  
Public Works

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**Recommended response:**

- Erik Nielsen Whitehorse International Airport – YXY is a crucial gateway for travellers to and from the northern region of Canada.
- The airport plays a significant role in connecting the Yukon to major cities across Canada and is an important hub for the region’s tourism industry.
- As such, the Department of Highways and Public Works is facilitating essential improvements to Erik Nielsen Whitehorse International Airport to ensure it meets current standards. Improvements completed to date include upgrades to:
  - the parallel runway;
  - the taxiways;
  - apron panels; and
  - developing airport land for institutional and commercial uses.
- The main runway replacement project is well underway and expected to be complete by 2026.
- The department upgraded the surface water drainage infrastructure as part of the main runway replacement project and make further improvements to drainage at the airport for the long term.
- We will continue making upgrades to the Whitehorse airport to meet the needs of travellers now and into the future.

**Additional response:**

- During the reconstruction of the main runway, the parallel runway is being used as the primary runway.

**Session Briefing Note****FALL 2024****Erik Nielsen Whitehorse  
International Airport**Highways and  
Public Works

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- While the runway and taxiway dimensions will be able to accommodate larger aircraft such as those found in Aircraft Group Number or AGN V, overall, the Whitehorse Airport including the air terminal building, fire hall, etc. is designed to support AGN IV aircraft and would require significant investments to support a larger AGN V aircraft.
- Air North has secured interline agreements with Condor and Westjet that allow travellers to connect to the Yukon through Edmonton, Calgary and Vancouver.
- The parallel runway will continue to support all other domestic traffic regularly operating at the Erik Nielsen Whitehorse International Airport while construction is occurring on the Main Runway.

**Third 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 in early 2022, and work started in spring 2022.
- This work will extend services to tenants and create new lease lot opportunities at Erik Nielsen Whitehorse International Airport.
- These improvements are ongoing and expected to be substantially complete in 2024.

**Fourth response: Maintenance Facility**

- Planning work is underway for the replacement of the airport maintenance facility, which is critical to the operation of the airport.
- The new facility is being considered in a location on the east side of the airport to maximize the land available for commercial aviation operators on the west bench of the airport.

**Session Briefing Note****FALL 2024****Erik Nielsen Whitehorse  
International Airport**Highways and  
Public Works

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

- There are numerous airside projects happening at the Whitehorse Airport over the coming years.
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**Background:****Future Airport Development and Service Levels**

- There are six Aircraft Group Number (AGN) classifications, ranging from I to VI, or smallest to largest.
  - Airports classified as AGN V in Canada typically support significant metropolitan area populations and have passenger volumes in the millions.
  - The Whitehorse Airport supports about 400,000 passengers per year and a relatively small surrounding population, less than 40,000 people.
  - The Government of Yukon continues to evaluate the opportunities for the Erik Nielsen Whitehorse International Airport to increase its service levels and accommodate larger passenger planes.
  - For this service level increase 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 moving from a category 4 airport (AGN IV) to a category 5 (AGN V) airport, the length and width of the
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## Session Briefing Note

**FALL 2024**

### Erik Nielsen Whitehorse International Airport

Highways and  
Public Works

existing and new main runway does not limit the Whitehorse Airport from supporting larger aircraft.

- Service level increases at Yukon airports and aerodromes require a clear business case to ensure informed investments in our infrastructure.
- The Yukon government will continue to work with industry and the Department of Tourism and Culture to inform future planning for Yukon airports and aerodromes.
- There are relatively few airports in Canada classified as AGN V, and those airports support significant metro area populations and have passenger volumes in the millions.

#### Parallel Runway

- 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 and was substantially completed in late 2023.
- To meet Transport Canada regulations, last 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. This work is expected to be completed in summer 2024.
- 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 work on the parallel runway and upcoming work on the main runway preserve the existing Active Transportation trail owned and operated by the City of Whitehorse, which is routed around the north end of the airport.

#### Canadian Airports classified as AGN V (Aircraft Group Number):

- Toronto Pearson International Airport (YYZ) - Toronto, Ontario
  - Annual average 34.7 million passengers in 2022.
- Vancouver International Airport (YVR) - Vancouver, British Columbia

# Session Briefing Note

**FALL 2024**

## Erik Nielsen Whitehorse International Airport

Highways and Public Works

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- Annual average passengers 18.6 million passengers in 2022.
- Montréal–Pierre Elliott Trudeau International Airport (YUL) - Montreal, Quebec
  - Annual average passengers 15.3 million in 2022.
- Calgary International Airport (YYC) - Calgary, Alberta
  - Annual average passengers 13.9 million passengers in 2022.
- Edmonton International Airport (YEG) - Edmonton, Alberta
  - Annual average passengers 5.85 million passengers in 2022.
- Ottawa Macdonald–Cartier International Airport (YOW) - Ottawa, Ontario
  - Annual average passengers 2.99 million passengers in 2022.
- Winnipeg James Armstrong Richardson International Airport (YWG) - Winnipeg, Manitoba
  - Annual average passengers 3.03 million passengers in 2022.
- Halifax Stanfield International Airport (YHZ) - Halifax, Nova Scotia
  - Annual average passengers 3.12 million passengers in 2022.
- St. John's International Airport (YYT) - St. John's, Newfoundland and Labrador
  - Annual average passengers in 1.09 million passengers in 2022.
- There have been inquiries from the tourism industry on the demand and opportunity to increase the service level at Whitehorse Airport to accommodate larger planes.

<b>Approved by:</b>	
T. Allen	September 26, 2024
Deputy Minister, Highways and Public Works	Date Approved

**Session Briefing Note****FALL 2024****Main Runway Replacement Project**Highways and  
Public Works**Recommended response:**

- The Government of Yukon is making significant investments to the Yukon's infrastructure to provide Yukoners with safe and reliable aviation infrastructure for years to come.
- The \$160.7 million contract to reconstruct the main runway was awarded to Flatiron Constructors Canada Limited on May 19, 2023.
- Construction began during the 2023 season and is scheduled for completion in fall 2025.
- While this is a major project, we are committed to minimizing disruptions for the travelling public and will continue to work closely with aviation stakeholders to ensure smooth operations during the construction period.
- During the 2024 and 2025 construction seasons, the main runway will be closed to all traffic from April 1 to October 15 to allow for work to take place. The parallel runway will be used while construction is taking place.
- This work is part of a \$258 million program to improve Erik Nielsen Whitehorse International Airport.
- The federal government is contributing \$186 million through the National Trade Corridors Fund with the Yukon government funding the remaining \$72 million.

**Additional response: Facts and Quantities**

- 75,000 square metres of old concrete runway was rubblized this past summer.

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FALL 2024

### Main Runway Replacement Project

Highways and  
Public Works

- This method helps avoid costly and time-consuming process of removing and hauling away the old concrete, while also allowing for construction of a solid foundation for the new surface.
- Approximately 100 runway edge lights and 200 taxiway edge lights will be installed over the two years of the project.
  - The new edge lighting has transitioned us to energy efficient, eco-friendly lighting solutions.
- The modern runway and taxiway edge lights are LED, which consumes less energy, have a longer lifespan, requires less maintenance compared to traditional incandescent bulbs, and the light output is also more uniform for approaching aircraft.
  - By switching to more efficient lighting systems, airports can significantly lower their carbon emissions, making the lighting systems more environmentally friendly.
  - Overall, the shift to newer lighting technologies makes the runway and taxiway edge lights more sustainable and energy efficient.
- 40 airfield guidance signs will be installed for the project.
  - The increase is important to provide crucial information to pilots and ground personnel to ensure safe navigation while on the ground.
- Over 300 pull-pits and 60 manholes make up the underground portion of the work. This allows for a highly accessible and maintainable underground system.

## Session Briefing Note

FALL 2024

### Main Runway Replacement Project

Highways and  
Public Works

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- Drainage and electrical crossings that go under taxiway or runway surfaces are encased in concrete to ensure they withstand the forces exerted on them by large aircraft.
  - Horizontal directional drilling was used to install electrical conduits under the main runway to minimize the chances of the conduit trench reflecting up to the surface and causing cracks or bumps.

#### Additional response: Funding and Budget Information

- Funding for the project is being provided by Transport Canada's National Trade Corridor fund. This program is funding 75 per cent of the project's cost.
- The 5-year capital plan for 2024-25 is \$70-75 million.
- The project is currently on budget, and on schedule.

#### Additional response: 2024 Construction Activities

- This year's work on the project will conclude for the season in November.
- Work completed this year included:
  - reconstruction of the north half of the runway surface which included rubblization of the existing asphalt and concrete surface, placing new base material, and placing new asphalt pavement;
  - installation of new edge lighting;
  - installation of a storm drainage system;
  - construction of a new taxiway F; and,
  - adjustments to the north perimeter service road.

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### Main Runway Replacement Project

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- In the coming days our operations and engineering teams will inspect the work completed this summer.

#### Additional response: 2023 Construction Activities

- In 2023, progress on the main runway included:
  - 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 the 2024 construction season.

#### Additional response: YESAB Assessment

- During the initial planning phase Highways and Public Works reviewed the project scope and determined that the planned activities did not require a water licence or a YESAB assessment.
- Most of the work associated with the Main Runway replacement project was categorized as falling under the “repair and maintenance of an aerodrome”, which means the work falls outside the scope of projects requiring a YESAB assessment as outlined in Schedule 1 of the *Yukon Environmental and Socio-economic Assessment Act*.
- After careful project assessment, it was also determined prior to commencing the work in 2023, that the project would not interact or impact on any visible or identifiable watercourses, negating the need for a YESAB review or a water licence.
- However, during preparatory construction work in the Baxter’s Gulch area, an underground stream was encountered near where the existing north approach lighting towers were planned to be replaced.

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### Main Runway Replacement Project

Highways and  
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- The department removed the replacement of these lighting towers from the contract's current scope of work to assess the possible impact on the underground stream.
  - A YESAB submission for the north approach lighting work has been submitted for this specific work.
  - Once the stream was found, we immediately enhanced existing erosion and sediment controls to prevent any deposit of silt or waste into the stream during ongoing construction.

#### **Additional response: Drainage work and sediment control**

- The Contractor's Environmental Management Plan is in place to mitigate environmental concerns.
- The Environmental Management Plan outlines the Contractor's plans for sediment controls, monitoring requirements, and reporting requirements for all planned work on site.
- Highways and Public Works and their Consultant, Associated Engineering, regularly review the implementation of this plan and report any issues to the Contractor.
- The drainage work planned for the airport includes replacement of existing drainage systems, some of which date back into the 1950s.
- These revised systems are intended to meet current Transport Canada best practices and do not increase the overall drainage footprint of the site.

#### **Additional response: Impacts to Trails**

- Puckett's Gulch is currently undergoing active construction as we work on developing a new airside access road.

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### Main Runway Replacement Project

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- For safety reasons, this has led to the temporary closure of the footpaths that extend around the airport beyond the Black Street Stairs.
  - Construction in this area will be completed in the coming weeks. The footpaths beyond the Black Street Stairs will be accessible again at the end of October when the rest of the project construction wraps for the season.
  - The footpaths in this area, including those along the escarpment around the airport, fall under the jurisdiction of the City of Whitehorse.
  - Highways and Public Works continues open dialogue with the City of Whitehorse as they develop their active transportation infrastructure near the airport.

#### Additional response: Sustainability and Resilience

- As part of the reconstruction work at Erik Nielsen Whitehorse International Airport, a new Field Electric Centre was constructed.
- The new Field Electric Centre replaces the current one which was originally constructed in 1992.
- The new centre offers upgraded electrical control systems which allow for easier maintenance of the airfield lighting system.
- Electrical components on the airfield have been installed in conduit and pull-pits.
- This replaces the old system which had many wires buried directly beneath the ground.
- The conduit and pull-pits allow for easier repairs if issues arise, and minimize the potential for damage due to freeze thaw cycles.



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### Main Runway Replacement Project

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#### Additional response: Project Rationale

- As asphalt ages, the ability for the mix to hold together degrades and the surface loses its flexibility. The lower flexibility results in increased cracking and produces foreign object debris, which can be detrimental to aircraft.
- Since 2017, the department has been regularly patching and rehabilitating the runway to extend the runway's life, but it was no longer economical or practical to continue with this approach.
- There are existing concrete panels under the asphalt surface of the runway which were originally installed when the airport was first built in 1943.
- These panels are approximately 20 cm thick and lie under 15 cm of asphalt.
- The panels are cracked throughout due to age and the cracks are reflecting through the asphalt layers causing the top layer of asphalt to also break down.
- Large cracks on runways are a major source of foreign object debris (FOD) and pose potential dangers to aircraft.
- These existing layers of concrete will undergo rubblization to be used as base material in the new runway structure.
- Where poor quality materials are found, below the existing concrete, they will be removed and replaced with new aggregates to ensure there is at minimum 1.5 metres of quality materials under the new asphalt surface.
- In addition, over the past few years the existing electrical infrastructure, including runway and taxiway edge lights, has required

## Session Briefing Note

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### Main Runway Replacement Project

Highways and  
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more frequent repairs to keep the lighting system operational. This project will solve these problems.

- Each end of the current runway had portions that were not usable. The project will lengthen the usable portion of main runway by fixing the 257 metre portion on the north end this year, and the 427 metre portion at the south end of the main runway as part of next year's construction.
- Part of the reconstruction work will allow the use of the full paved surface, which will go from being 2,216 metres of usable runway to 2,900 metres of usable runway.
  - Reclaiming the displacements requires changes be made to existing paint markings, signs, edge lights, approach lighting towers, and NavCanada publications.
  - It also requires a relocation of NavCanada's glide path for the instrument landing system.
- In addition, part of the reconstruction also includes raising the elevation of the runway in order to install new drainage infrastructure.
- This will help minimize the impact of frost below the runway and also help keep subbase soils dry and solid to prevent movement and cracking of the asphalt surface.
- This change in elevation will also allow more structural fill to be used within the base of the runway, further increasing the lifespan of the asphalt on top.

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### Main Runway Replacement Project

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#### Additional response: Impacts to Air Carriers

- The main runway closed on April 15, 2024, for the season and is anticipated to reopen mid-October. All aircraft will be using the parallel runway during this time.
- There will be similar closures of the main runway during the 2025 construction season.
- As part of the overall project plan, in 2022 the parallel runway was lengthened and strengthened to allow 737 type aircraft to use the runway.
- Lights were also added to the parallel runway to allow for nighttime operations.
- However, the parallel runway is still shorter than the main runway which means that during the construction seasons, diverted aircraft larger than a 737 will not be able to land.
- We have been and will continue to work with air carriers to plan for and minimize any impacts while we reconstruct the main runway.
- While the airline Condor will not be able to offer direct service to Whitehorse during the 2024 and 2025 construction seasons, Air North has secured interline agreements with both WestJet and Condor that allow travellers to connect to the Yukon through Toronto, Edmonton, Calgary and Vancouver.

#### Additional response: Community Development Agreements (Yukon First Nation Participation)

- 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.

**Session Briefing Note****FALL 2024****Main Runway Replacement Project**Highways and  
Public Works

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- Both agreements are tailored to maximize socioeconomic benefits that are important to each community such as employment, subcontracting, training and workforce and business development.
  - Additionally, the contractor held a job fair in March 2024, targeting employment for First Nations citizens. Another job fair is expected to be held in spring 2025, prior to construction season start-up.
  - Community Development Agreements are government-to-government agreements, and the specific 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.
- 

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

- This is a major infrastructure project happening in the territory.
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**Background:****Drainage**

- The Contractor's Environmental Management Plan is in place to mitigate environmental concerns. The plan outlines the contractor's plans for sediment controls, monitoring requirements, and reporting requirements for all planned work on site.
- Highways and Public Works consultant regularly reviews the implementation of this plan and reports any issues to the contractor.
- The drainage work planned for the airport is the replacement of existing drainage systems, some of which date back to the 1950s.

**Engagement**

- The department is working closely with aviation stakeholders to minimize impacts on their operations during the construction period.
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**Session Briefing Note**

**FALL 2024**

**Main Runway Replacement Project**

Highways and  
Public Works

- On August 3, and September 28, 2023, information sessions were hosted for aviation and tourism stakeholders, respectively, about the project.
- Both sessions were well attended and provided the opportunity to ask questions about the project.
- There will also be posters at the Whitehorse airport communicating information about the project and upgrades. This information is also found on Yukon.ca.

**Fast Facts**

- The total quantity of electrical cable required for the project could reach from the airport in Whitehorse to Carcross, and back.
- The total volume of aggregates required for the project could fill 85 Olympic sized swimming pools.
- There are 40 kilometres of paint markings on the main runway alone.
- The project requires 73,000 tonnes of asphalt, that’s about the weight of approximately 145,000 moose.

**Runway Length Comparison**

ENIWA (Parallel runway)	Watson Lake	YVR's (largest)	Canada's largest runway (Calgary)
<ul style="list-style-type: none"> <li>• 6600' long</li> <li>• 100' wide</li> </ul>	<ul style="list-style-type: none"> <li>• 5500' long</li> <li>• 150' wide</li> </ul>	<ul style="list-style-type: none"> <li>• 10,800' long</li> <li>• 200' wide</li> </ul>	<ul style="list-style-type: none"> <li>• 14000' long</li> <li>• 200' wide</li> </ul>

Approved by:	
T. Allen	
Deputy Minister, Highways and Public Works	Date Approved

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

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**Recommended response:**

- Over the spring and summer, Yukoners have been able to watch the projects develop on social media, from watching a grand piano fly through Kluane National Park, to amusing Yukon anecdotes and illustrations, and climbing footage.
- Media coverage of the Kluane Composition, in particular, has been exciting with several radio and newspaper pieces reporting on the grand piano's helicopter journeys through Kluane National Park.
- I was pleased to hear that the high-flying grand piano has now made its home in the Haines Junction Convention Centre, leaving a 125 Prize legacy for the whole community to enjoy.
- Through the winter of 2024/25, films and events of the final 3 projects will be shared with the public, as the recipients have been able to find other opportunities to showcase these intriguing projects.

**Additional response:**

- Social media is an important tool for tourism marketing in the Yukon. The department increasingly uses social media to provide a broader and more targeted audience. The department measures the performance of traditional and digital campaigns to inform future decisions. One creative example of social media use is the promotion of the Yukon as a result of the Yukon 125 Prize.
  - The 125 Prize has been an opportunity for Yukoners to achieve something extraordinary, to showcase the North, and to highlight the Yukon's spirit of adventure, artistry and innovation.
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**Context—this may be an issue because:**

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

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

- The 3 winners, chosen by a committee of prominent Yukoners, were announced at an event on February 5 at the Visitor Information Centre:
  - Kluane Compositions, Matthew Lien and Diyet
  - It's Weird Up Here, Tedd Tucker and Amy Kenny
  - Alpine Climb, John Serjeantson
- Yukon government will have the use of digital images from all three projects, as well as the song from Kluane Compositions, the stories from the book of "It's Weird Up Here", and the video from Yukon Alpine Climbing.
- These digital images and b-roll from the projects can be used by the department, as part of the signed agreements.
- Purchasing visuals and audios for use in advertisements is a normal activity in Marketing.

The 3 projects selected:

- **The Kluane Compositions**

Inspired by Kluane landscapes and Indigenous culture, a proposal to create a hybrid, 3-movement music composition featuring Southern Tutchone Indigenous, middle of the road and classical music styles. A grand piano will be helicoptered into Kluane National Park to be featured in the compositions' 10-minute music video.

Lead: Matthew Lien

Team members: Diyet van Lieshout, Katherine McCallum

- **It's Weird Up Here: A celebration of small achievements**

Through archival deep-dives, micro-film hunts, museum visits and interviews with seasoned Yukoners, stories will be shared that may not have made front-page news, but should have. Think of the project as a yearbook Frankensteined together with a Pierre Berton anthology.

Lead: Tedd Tucker and Amy Kenny

- **Yukon Alpine Climbing – First Ascent**

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**Session Briefing Note**

**125 Prize**

Tourism and Culture

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A climbing team will attempt to perform the first ascent of an alpine rock route "Radelet Arete" in southern Yukon. If successful, a safe, high-quality alpine rock climb will be established for Yukoners and visitors to enjoy.

Lead: John Serjeantson

Team members: Zach Clanton and Rob Cohen

- The department received 93 eligible expressions of interest, and a review process resulted in a shortlist of 10 finalists, which was announced in the fall.
- The selection committee, who chose from the 10 finalists to the 3 winners, were comprised of prominent members of the Yukon public.
- The review group (93 to 10) was interdepartmental and comprised of six Yukon government officials from various departments.
- The shortlist of finalists was announced at an event on October 19, and videos by the finalists were available publicly on October 20. Yukoners were able to watch the videos on social media, and the number of views was considered in the final decisions.
- The total amount of this fund was \$250,000, which will deliver a variety of dividends in terms of community support and Yukon destination awareness.
- The fund had very broad guidelines, so we received a large variety of proposals.
- Proposals ranged from extreme adventures, larger-than-life art installations, and unique and bold ways of engaging with Yukoners of all descriptions.
- 92% of consumers trust word of mouth and User Generated Content (UGC) more than other forms of advertising, thus making UGC on social media crucial for any travel marketing campaign.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

October 22, 2024  
[Date approved]



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

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**Recommended response:**

- Welcome signs are located at key points of entry into the Yukon.
- The old signs were over 25 years old, significantly rotted, and needed replacement.
- Replacing the signs addresses key recommendations in the Yukon Tourism Development Strategy (YTDS): “improve signage to better support visitor experiences” as well as incorporating local artistry, a key action (1.2) within the YTDS.
- The new signs incorporate the Yukon Place Brand and showcase local artwork.
- To support regional representation for the various sign locations, selection of artwork was made by four subcommittees made up of representatives from the creative and cultural sectors, tourism operators and community members connected to the four regions.

**Additional response:**

- Sign fabrication and installation was completed by a local company, over July and August, and were installed at eight highway border locations, and the Whitehorse airport.
- To preserve the history of the previous signs, one sign was donated to the Town of Watson Lake for the signpost forest, and another to the Yukon Transportation Museum.
- While we recognize there was some resistance to the new look of the signs, we are encouraged by the support from many who like the bright and bold signs, and integration of local art.
- Additional work will continue over the winter to assess and discuss opportunities for the backs of the signs.

# Session Briefing Note

## Welcome to Yukon Signs

Tourism and Culture

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- We look forward to many years of traveler photos that showcase the new signs.
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### Context—this may be an issue because:

- Reactions to the new signs have been mixed.
- 

### Background:

- The new Highway Sign was designed by Fathom Studio, based on the Yukon Place brand which was developed by the department's marketing agency of record, Cossette Communications, in partnership with Aasman Brand Communications.
- The intention was to replace the old signs with new signs that have a more modern feel to help enhance visitor experiences with aesthetically appealing contemporary visuals.
- Sign design intentionally chose to only include the word "Yukon" to ensure that the signs were inclusive to all languages.
- Fabrication and installation of signs was tendered in early 2024 and awarded to Hvactech Systems Inc of Whitehorse for \$349,100. Signs were installed in a phased approach in July and August 2024.
- The signs incorporate local art that was chosen through a public call for art process.
- Total project cost was \$545,871. Cost breakdowns are:
  - \$133,000 for design
  - \$349,100 fabrication
  - \$54,000 call for art (\$6000/artist as per established professional national rates)
  - \$4,995 toward artwork selection (advertising the Call, honoraria for selection committee members, etc.)
  - \$4,776 toward design and production of stickers and postcards and other Yukon Tourism marketing materials that are connected to the signs. This work was awarded to a local designer (Mary Binsted Graphic Designs).
- 76% of the total project budget was invested in local resources in the Yukon.

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

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- The Design concepts for the signs were presented to the Place Brand Advisory Committee in August 2023 and were received favourably.
- Yukon First Nations and municipal governments were informed about the design, planned tender and call for art by letter in November 2023.
- During installation, a large degree of rot was found at the base of the signs support posts and old signs were generally found in poor condition.

**Call for Artwork:**

- The Call for Artwork Proposals was advertised between January 24, 2024 and February 26, 2024.
- 28 artists submitted artwork proposals, which were reviewed by four regional selection committees and nine different artists were commissioned to complete artwork for the nine Welcome to the Yukon Signs.
- The committees included representatives from the creative and cultural sectors, tourism operators, First Nation, and community representatives. Representatives from Yukon First Nations Culture & Tourism Association and Yukon Arts Centre sat on all four committees.

**Selected artists are:**

- Alaska Highway Km 970 (South of Watson Lake)
  - Tara Easley, Teslin, Yukon – “Just Over the Rise”
- Stewart-Cassiar Highway
  - Dustin Sheldon, Teslin Tlingit artist – “Wild River”
- Whitehorse Airport
  - Justien Senoa Wood, FNNND artist, Whitehorse resident – “Boreal Magic”
- South Klondike Highway (south of Carcross)
  - Megan Garrett, Whitehorse artist – “The Renegade”
- Atlin Road
  - Terrence Shorty, Northern Tutchone Artist, Whitehorse – “Wild River”
- Top of the World Highway
  - Chantal Rousseau, Dawson City – “Top of the World”
- Dempster Highway
  - Kimberly Edgar, Dawson City – “Dempster Highway”
- Haines Road

**Session Briefing Note**

**Welcome to Yukon Signs**

Tourism and Culture

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- Ferryn Nowatzki, Haines Junction – “Alpine Tapestry”
- Alaska Highway Km 1902.5 (Alaska/Yukon Border)
  - Leslie Leong, Whitehorse – “Moose Forages in Yukon Landscape”

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

October 2, 2024  
[Date approved]

## **Discoveries – Nun Cho Ga, MacMillan Pass Artifact, Steppe Mammoth**

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Tourism & Culture

### **General**

- Discoveries of fossils are common in the Yukon with placer mining uncovering thousands of fossil specimens each summer. Palaeontologists can collect hundreds of fossils from mines on regular mine site visits.
- All fossils collected in Yukon since 1995 have been accessioned into the Yukon Fossil Collection in Whitehorse. The collection has over 35,000 specimens of ice age bones, teeth, horns, and some ivory and is growing rapidly.
- In the Yukon, fossils are protected and managed under the Historic Resources Act. The Quartz and Placer Mining Land Use Regulations also address the protection of fossils and palaeontological sites.
- The collection of fossils from placer mines is possible as a result of placer miners following requirements in their land use permits, water licenses and relationships developed between individual miners, Tr'ondëk Hwëch'in and Yukon Palaeontology Program staff.
- Discoveries of artifacts are less common, but do occur during placer mining, quartz mining, mineral exploration and other development activities.

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

Discoveries in the Yukon may generate interest from media, scientists, and the public.

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## **1. Nun Cho Ga Mammoth calf**

### **Recommended response:**

- Tr'ondëk Hwëch'in, with support from Yukon government, continues to lead the management of “Nun Cho Ga”, the mammoth calf recovered from the Klondike goldfields on June 21, 2022.
- The Yukon government has been providing expertise and support to TH to care for, study, and preserve this rare discovery. Nun Cho Ga continues to be of international scientific and media interest.

## Discoveries – Nun Cho Ga, MacMillan Pass Artifact, Steppe Mammoth

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Tourism & Culture

- Communications and research activities involving Nun Cho Ga are developed and implemented collaboratively by the Yukon government and the Tr'ondëk Hwëch'in.
- With direction and support from TH Elders on cultural protocols, Nun Cho Ga was delivered to the Canadian Conservation Institute (CCI) in Ottawa for conservation treatment in March 2024.

### Additional response:

- YG provided TH with \$125,0000 in funding to support the transportation of Nun Cho Ga and a delegation of TH representatives to CCI in Ottawa.
- TH chose Air North to charter the flight from Whitehorse to Ottawa to reduce risks to Nun Cho Ga during transportation and ensure cultural protocols were respected.
- YG provided support for planning the transportation, caring for Nun Cho Ga during the trip from Dawson to Ottawa, and coordinating logistics on the ground.
- YG provided a \$20,000 Transfer Payment Agreement with the University of Alberta, Permafrost Research Lab for environmental DNA analyses of frozen sediment cores from Eureka Creek that were collected in association with Nun Cho Ga.

### 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.
- Tourism and Culture, and Energy, Mines and Resources staff worked closely with Tr'ondëk Hwëch'in staff and Elders during summer 2023 sharing cultural and scientific knowledge.
- In December 2023 Tr'ondëk Hwëch'in, with the support of Tourism and Culture, hosted a community visioning session for citizens and an information session for Dawson City residents.

## **Discoveries – Nun Cho Ga, MacMillan Pass Artifact, Steppe Mammoth**

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Tourism & Culture

- Information from the visioning and information sessions, along with advice from Yukon government scientists and staff, supported Tr'ondëk Hwëch'in determining the next steps for research and interpretation.

## 2. MacMillan Pass Artifact

### Recommended response:

- In September of 2023 an animal bone bearing carved markings was discovered at a mountain pass north of Dragon Lake, in the First Nation of Na-Cho Nyäk Dun (FNNND) and the Ross River Dene Council (RRDC) traditional territories.
- In July of this year representatives from the First Nation of Na-Cho Nyäk Dun, the Ross River Dena Council and the Government of Yukon recovered the artifact and investigated the surrounding area.
- The age and exact purpose/significance of the artifact are not known at this time.
- The Government of Yukon is proud to be providing technical and logistical assistance as the parties work together in support of the respectful stewardship of the object.

### Background:

- In September 2023, a carved bone artifact in an alpine area was discovered during non-invasive exploration activities. The find was reported to both the First Nation of Na-Cho Nyäk Dun (FNNND) and the Ross River Dene Council (RRDC), on whose traditional territories the find was discovered, as well as to the Government of Yukon.
- Archaeology Program staff, with representatives from both affected First Nations, visited the site by helicopter and retrieved the artifact.
- A community viewing was held in Ross River immediately after retrieval. The artifact is currently being stored in Whitehorse. A community viewing is being planned for Mayo in the Fall.
- Stewardship of the artifact and the possibility of further study is currently the subject of collaborative discussions between YG, RRDC and FNNND.

## **Discoveries – Nun Cho Ga, MacMillan Pass Artifact, Steppe Mammoth**

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Tourism & Culture

### 3. Steppe Mammoth discovered in June 2024 in Klondike

#### **Recommended response:**

- Scientifically significant fossils were discovered at a placer gold mine by the YG Palaeontology program and University of Alberta field workers on 34 Pup, Gold Run Creek on June 9, 2024.
- The fossils include a partial fossil skull of a mammoth, an associated tusk, several other fossils of ice age horses, caribou, bison, and a possible scimitar cat fossil bone.
- Of particular scientific significance is a mammoth skull, tusk and other remains which, based on initial observations, may represent a Steppe Mammoth (*Mammuthus trogontherii*), an ancestor of the woolly mammoth.
- This discovery may be the first of this species ever found from permafrost in the Klondike region.
- Yukon government and Tr'ondëk Hwëch'in, are working together to collaboratively manage this and other significant fossil discoveries from the Tr'ondëk Hwëch'in Traditional Territory.

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#### **Background:**

- This discovery was immediately reported by the mine operators to Tr'ondëk Hwëch'in Heritage, who collaborated with the YG Palaeontology program to recover the mammoth skull and tusk from the mine site on June 10 and 11, 2024.
- The mammoth skull and tusk were retained by Tr'ondëk Hwëch'in Heritage. Other fossils from the site were collected by the YG Palaeontology program and were transported to Whitehorse.
- Previous work at the 34 Pup site by the YG Palaeontology program and scientific collaborators from the University of Alberta and Stockholm University is underway and suggests fossils from this site could be older than 600,000 years, making them some of the most scientifically significant fossil collections from the Yukon.
- Some of these fossils have been sampled and research is currently underway.



# Session Briefing Note

**TAB # 6**  
**Fall 2024**

## **Discoveries – Nun Cho Ga, MacMillan Pass Artifact, Steppe Mammoth**

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Tourism & Culture

<b>Approved by:</b>	
Sierra van der Meer Deputy Minister, Tourism and Culture	September 4, 2024 [Date approved]

**Session Briefing Note****Changes to the Tourism  
Cooperative Marketing Fund**

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Tourism and Culture

## Recommended response

- The Tourism Cooperative Marketing Fund (TCMF) plays a crucial role in supporting Yukon's tourism industry by funding advertising projects and travel-based activities, such as attendance at trade and consumer shows. This program strengthens our territory's tourism brand through driving engagement and expanding its visibility. It is available to tourism businesses, Yukon municipalities, non-government organizations, and First Nation Governments offering tourism services.
- Following a funding review and jurisdictional scan in fall 2023, we have made several key changes to the program:
  - The approval process now utilizes a structured committee-based assessment instead of the previous first-come, first-served model, ensuring greater fairness, transparency and accountability.
  - We have introduced two intake dates—February 1 and October 1—replacing the previous single intake date of April 1.
  - Eligibility guidelines have been updated to include more digital advertising activities, aligning with current tourism marketing trends.
  - The fund has transitioned to the SMAPPLY platform, which simplifies the application and reporting processes and streamlines administrative tasks.

**Session Briefing Note****Changes to the Tourism  
Cooperative Marketing Fund**Tourism and Culture

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**Additional responses**

- In the May 2024 intake, we received over 100 applications, totaling more than \$1 million in funding requests. We were able to support 64 projects through this intake.
  - We are pleased to see an increase in new applicants, with 12 new businesses applying to the fund. This reflects a shift from previous intakes, which primarily featured repeat applicants and projects.
- 

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

There may be interest in learning more about the recent updates to the program.

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**Background:**

- In fall 2023, the Tourism Cooperative Marketing Fund (TCMF) underwent a funding review and jurisdictional scan. Four key recommendations emerged:
  - Transitioning from a first-come, first-served model to a merit-based application process.
  - Adjusting intake timing, adding an additional intake window, and revising final reporting to manage application flow and allow businesses to capitalize on emerging opportunities.
  - Modernizing the eligible activity list, including the addition of influencer support. It recognizes the power of influencers to drive engagement and reach a broader audience.
  - Enhancing communication and best practice sharing to improve the sector's understanding of effective marketing strategies.

**Session Briefing Note**

Tourism and Culture

**Changes to the Tourism  
Cooperative Marketing Fund**

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- All recommendations were implemented in the May 1, 2024 intake. Print ads remain a key component, with 71% of funded projects from this intake including a print component.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note****Yukon is a Little Bit Metal –  
Winter campaign**

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Tourism and Culture

**Recommended response**

- The Department of Tourism and Culture (Tourism Yukon) is once again deploying its *Yukon, It's a Little Bit Metal* Campaign this Fall 2024.
- With summer visitation to the Yukon now surpassing 2019 levels, the opportunity to expand the economic impacts of tourism is in the shoulder and winter seasons. A growth in winter tourism helps to create the sustainable tourism economy desired under the Yukon Tourism Development Strategy (YTDS) and ensures year-round amenities continue to operate for the benefit of Yukoners and visitors alike.

**Additional response:**

- The campaign is intended to be disruptive, memorable, and allow the territory to stand out from other Canadian destinations. The campaign launched the *Yukon: It's a Little Bit Metal* campaign in Spring 2024 and received a significant amount of positive feedback from the tourism sector, tourism businesses in the Yukon, Yukon residents, and competitors in other parts of Canada.
- The FY 2024-25 campaign is now running: Oct. 14 – Nov. 17, 2024 in Alberta, BC and Ontario. It features a dynamic mix of merchandise sales and a variety of digital (online) marketing tactics including social media, YouTube and Spotify.

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

- Yukon tourism businesses and sector stakeholders are working hard to develop the Yukon winter season and are interested in the promotional work being done by the Department in support of the sector.

**Session Briefing Note**

**Yukon is a Little Bit Metal –  
Winter campaign**

Tourism and Culture

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**Background:**

- As part of its ongoing work to promote the Yukon as a year-round tourism destination, the Department of Tourism and Culture (Tourism Yukon) launched the new *Yukon, It's a Little Bit Metal* campaign in February 2024.
- The *Yukon It's a Little Bit Metal* campaign playfully positions the Yukon's hardcore status to the more universally inviting tagline 'a little bit metal.' The 'metal' music genre has broad appeal, is cross-generational, and inclusive and shows the wide range of activities visitors can experience on a winter vacation to the Yukon including snowshoeing, dogsledding, ice fishing, fat biking, flightseeing, cross-country skiing, snowmobiling, and aurora viewing.
- The main video shoot was conducted at Shallow Bay on Lake Laberge and additional shoot locations included Eclipse Nordic Hot Springs, Mt., Sima, and several other locations around the Whitehorse area and Southern Lakes Region.
- The in-Yukon video shoot was supported by Yukon-based film producers GBP Creative and Bullen Brothers Films. Yukon's Archbould Photography was also hired to provide photography for the supporting marketing pieces.
- During the campaign, the Yukon: It's a Little Bit Metal music video was viewed 487,269 times on YouTube only. The full song was also made available for download on Spotify.
- The campaign notably received a Bronze Clio Award for excellence in Audiocraft. Founded in 1959, the Clio Awards are considered "The Oscars" of the advertising world. The Bronze Clio for Yukon: It's a Little Bit Metal is the Yukon's first-ever Clio Award.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

October 22, 2024  
[Date approved]

**Session Briefing Note****Fall 2024****Arts Operating Fund Increase**Tourism and Culture

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**Recommended response:**

- Government of Yukon is increasing the Arts Operating Fund by \$218,000 this fiscal year.
- This is made possible through an agreement with Lotteries Yukon, with the increase being fully recoverable.

**Additional response:**

- The AOF budget has been \$825,000 since 2018/19.
- In the current year an increase of 10% to all current AOF recipients will be applied.
- The balance of this year's AOF increase will be distributed through the Arts Fund, which has intakes in September and December, and other over-subscribed arts funding programs.
- In 2025/26 and 2026/27, the AOF will be increased by another \$140,075, for a total budget of \$1,183,075.
- Recipients will be determined through an application process.
- Both Arts Operating Fund and Arts Fund are highly subscribed programs by artists and artist organizations.

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

- There may be interest in how the increase of \$218,000 will be distributed this fiscal year.
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**Background:**

- Arts Operating Fund provides stability within established organizations that develop and sustain Yukon's arts community, fostering vitality and long-term health of the arts.

**Session Briefing Note**

**Fall 2024**

**Arts Operating Fund Increase**

Tourism and Culture

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- It supports 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.
- There is only one AOF application intake per year, February 15th.

**Approved by:**

Sierra van der Meer

November 4, 2024

Deputy Minister, Department

[Date approved]



**Session Briefing Note****Fall 2024****Canyon Creek Bridge  
Demolition**Tourism Culture

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**Recommended response:**

- The historic Canyon Creek Bridge across the Aishihik river is a notable landmark along the Alaska Highway, but decay and significant safety concerns now necessitate decisions and action.
- Based on a 2023 engineering report the bridge was deemed unsafe for pedestrians or any other traffic. Signage indicating closure and barriers were erected to stop access to the bridge.
- The engineering report identifies options which include repair, replacement or partial demolition of the bridge.
- Cost estimates range from \$75,000 for demolition, \$150,000 for short-term repairs, or \$1.24M for replacement.
- The YESAB submission for partial demolition will ensure that the department can react quickly if the bridge structure worsens.
- The department will continue to work with CAFN and will host a community meeting to help determine the next steps.

**Additional response:**

- The bridge was digitally scanned and recorded for posterity and interpretation, and all data necessary is available to reconstruct the bridge in the future, if desired and feasible.
- If partial demolition becomes necessary, the existing log abutments will remain in place to show where the bridge once stood and will assist in heritage interpretation.
- As the potential project is now in the YESAA process, the department looks forward to hearing views on the future of the bridge.

**Session Briefing Note****Fall 2024****Canyon Creek Bridge  
Demolition**Tourism Culture

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

- The project has entered YESAB review process, and some members of the public may be upset by the Proposal.
  - The initial YESAB submission was framed as an absolute plan for demolition of the bridge. The submission was revised in November to clarify the various potential alternatives, and that in every alternative, some demolition is inevitable due to structural decay.
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**Background:**

- Canyon Creek Bridge was first constructed across the Aishihik River in 1904 as part of the Kluane Wagon Road, providing access to the Kluane region.
  - It was rebuilt by the United States 18<sup>th</sup> Corps of Engineers in 1942, but the highway was diverted in 1943 and a new permanent bridge was constructed approximately 75 meters south of the historic bridge.
  - Since 1943, the bridge has been used recreationally by locals and visitors, primarily by quads, snow machines and foot traffic.
  - The Yukon government undertook conservation work on the bridge in 1987 and 2009.
  - The current bridge is the only one remaining from the 1942 “Engineers Road” and is the only wooden Alaska Highway bridge remaining in the Yukon.
  - The bridge crosses the Aishihik River (previously called Canyon Creek) to Champagne and Aishihik First Nations (CAFN) settlement land. CAFN has been involved in the planning of the site and is aware of the need to remove the bridge.
  - The Department of Tourism and Culture maintains an interpretive pull-out at the site.
  - Reviews conducted by ISL Engineering in 2020 and 2021 concluded that the existing bridge had a remaining service life of 3 – 5 years. An inspection in 2023
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**Session Briefing Note**

**Fall 2024**

**Canyon Creek Bridge  
Demolition**

Tourism Culture

recommended the bridge be closed to the public. The Historic Sites Unit immediately erected signs and barriers.

- Although the risk of global structural failure was deemed not likely, the YESAB submission will ensure that the Department can react quickly if the situation changes, and we need to remove the structure to avoid risks to life and/or property.
- The updated YESAB submission offers options for the bridge: partial demolition keeping historical abutments; short-term shoring up with repairs; full reconstruction with new abutments; preservation of salvageable components and construct new bridge.
- Partial demolition is required regardless of which option is ultimately chosen.
- The bridge is not a designated historic site, but sits on a heritage reserve, created in 1965.
- The bridge is an asset managed by Tourism and Culture. Highways and Public Works was not involved since it sits outside the highway right-of-way.
- In a 2023 Heritage Reserves Report, Canyon Creek Bridge was identified as a High Value/Medium Opportunity site that should be conserved as an interpretive installation along the Alaska Highway

<b>Approved by:</b>	
<u>Sierra van der Meer</u>	<u>November 19, 2024</u>
Deputy Minister, Department	[Date approved]
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**Session Briefing Note****TC Accomplishments**Tourism and Culture

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**Recommended response:**

The department of Tourism and Culture has been continuing to promote our spectacular Yukon cultural artists and products and our fabulous tourism businesses, Indigenous tourism, and Visitor Information Centres.

Highlights over the past six months include:

- Yukon Archives' public hours have been extended to better serve residents, visitors, and researchers. In the past six 6 months, Yukon Archives has also engaged in a variety of outreach efforts, including special displays for Pride Week and participation in key community events like the Moosehide Gathering and the Council of Yukon First Nations' General Assembly through its Yukon First Nations photo-identification project.
- Yukon Archives added significant collections in 2024 including the Whitehorse Star fonds (22 m of photos and published materials), the Bill and Ruth Albee fonds (243 coloured slides and negatives and 2 films from a 1940 Yukon trip with many images of Kaska people that have not yet been shared publicly), the Yukon Quest fonds (11 boxes from 1985-2024), and the Ken Faught fonds (1205 photographs from the late 1970s-early 1980s featuring the Frantic Follies of Whitehorse and Gaslight Follies of Dawson City).
- In recognition of National Tourism Week from April 15-19, 2024, we unveiled a new series of tourism banners featuring the artwork of six Yukon artists. Displayed outside Yukon visitor information centres, in communities, along roadways and at visitor attractions throughout the territory, the banners welcome visitors and showcase the talents of the territory's established and emerging artists.
- The Government of Yukon, in collaboration with the Vuntut Gwitchin First Nation, has significantly advanced heritage management by updating the

**Session Briefing Note****TC Accomplishments**Tourism and Culture

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Historic Site Management Plan for Gindèhchik / Rampart House and Zheh Gwatsàl / LaPierre House. This update included an increase to the transfer payment agreement in April 2024 to \$120,000 and an additional \$75,000 in capital funding annually for three years, aimed at supporting conservation, enhancing site accessibility, and fostering local cultural engagement and employment.

- The Government of Yukon has expanded the Yukon Permanent Art Collection with 14 new works of art in May 2024, reflecting the territory's vibrant artistic community. This is part of a broader CCIS initiative that includes doubling the minimum annual budget for acquisitions to \$60,000 as of 2024/25, enhancing support for the arts and ensuring diverse artistic expressions are showcased and preserved.
- The Marketing unit of Tourism and Culture launched the innovative "Yukon: It's a Little Bit Metal" campaign, showcasing the Yukon's rugged winter experiences in an inviting manner. The campaign generated over 487,269 YouTube views, was featured at the Juno Awards, and won a Bronze Clio Award for Audiocraft in May 2024, marking the Yukon's first Clio recognition. It highlighted strong collaboration, local talent, and a commitment to diversity, with plans to relaunch in fall 2024 to further enhance the Yukon's reputation as a premier winter destination.
- The Government of Yukon enhanced its welcome signs at key entry points by featuring artwork from nine local artists, celebrating the territory's landscapes and culture. This initiative not only showcases Yukon's vibrant artistic community but also supports tourism and local pride by improving the travel experience and visitor engagement across the territory. The new signs were installed throughout July and August 2024, with public celebrations at visitor information centers; the previous signs will be preserved and repurposed to honor their legacy.

**Session Briefing Note****TC Accomplishments**Tourism and Culture

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- The Government of Yukon, in partnership with Tr'ondëk Hwëch'in, has initiated community engagement for the conservation plan of Ch'édähdëk (Forty Mile) Historic Site in June 2024, which was damaged by an ice jam in May 2023. With ERA Architects Inc. leading the planning process, the gathering of public input through a community event in Dawson began on June 14th, ensuring that the conservation efforts reflect local and cultural perspectives. The finalized conservation plan, expected by 2025, aims to guide the site's preservation and future management.
- During Canada Historic Places Days from July 10-17, 2024, the Government of Yukon highlighted the Yukon's rich heritage, showcasing its 12 territorially designated historic sites and over 4,000 historic resources.
- The Government of Yukon, in collaboration with the Yukon Heritage Resources Board, celebrated with a free event at Robinson Roadhouse, featuring a barbecue, live music, and site tours, to engage the community and promote the preservation of Yukon's unique cultural history.

**Strategies continue:**

Two guiding strategies continue to 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.

- In terms of the YTDS, we are proud of our new 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.

## Session Briefing Note

## TC Accomplishments

Tourism and Culture

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- 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.

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

- In the fiscal year 2023-2024, the Community Tourism Destination Development Fund funded 7 Tier 1 projects and 12 Tier 2 projects, with \$176,363.42 allocated to Tier 1 projects and \$1,691,550 allocated to Tier 2 projects. 90% of the projects are in communities or regions outside of Whitehorse. Projects range from building new tourism infrastructure to developing new tourism experiences. In the fiscal year 2024 – 2025, the Community Tourism Destination Development Fund is funding 13 projects in Tier 1 with \$333,071 allocated and 10 projects in Tier 2 with \$1,128,700 allocated. 90% of the projects are in communities or regions outside of Whitehorse. Projects range from building new tourism infrastructure to developing new tourism experiences. **(see also Tab 25 – Community Tourism Destination Development).**
- In February 2024, the Department announced the new \$75,000 Spark Tourism Micro-grant which provides \$5,000 grants to new and emerging tourism businesses. In the program's "pilot" year in 2023, Spark supported 19 emerging tourism experiences or services, including 11 Indigenous recipients. The development of outstanding visitor experiences was identified as a pillar of the YTDS, as is establishing the Yukon as a premier destination for Indigenous tourism experiences.
- With support from the department, the Yukon Convention Bureau (YCB) issued an RFP for the development of a new convention centre in Whitehorse. Following

**Session Briefing Note****TC Accomplishments**Tourism and Culture

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the Request for Proposals, Kwanlin Dun's Chu Níkwän Development Corporation (CNLP) emerged as the highest ranked proponent. **(see also Tab 1 – New Convention Centre)**

- The department launched the Yukon Sustainable Tourism Dashboard this past year. We published 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 2022/23, 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. The survey results should be available in the fall 2024.
- Tourism and Culture (TC) conducted over 70 outreach initiatives in twelve Yukon communities. This included Tourism Café's, Tourism Reconnects, Workshops, community visits, and site visits.
- Tourism and Culture (TC) works with the Yukon Tourism Advisory Board (YTAB) in Mar to advise the Minister on the implementation of the YTDS. The department values the input from YTAB and continues to engage the Board regularly **(see also Tab # 27 – Yukon Tourism Advisory Board)**

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

**(see also Tab # 33 – Creative Potential (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.
- 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);



**Session Briefing Note**

**TC Accomplishments**

Tourism and Culture

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- \$450,000 in funding was introduced through the launch of three programs: the Express Micro-grant, the Indigenous Artists and Cultural Carriers Micro-grant and the Creative and Cultural Career Advancement Fund;
- In June 2022, the department co-hosted the Artic 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;
- A new policy for First Nations Cultural Centres and Museums was completed in February 2024. A funding review is ongoing.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note****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 culture and tourism 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.
- 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, 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****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
  - 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 was successfully completed in August 2024 (See Tab #5 Welcome to Yukon Signs); 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

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### Tourism and Culture

- 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.

### 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 shifting 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.
- **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.
  - We are exploring different possibilities for federal funding.

## Session Briefing Note

# Mandate Letter Commitments

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## Tourism and Culture

- **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.
    - Destination Canada 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.
- 4. Support the research, preservation, interpretation, and assessment of our historic places by working closely with Yukon First Nations governments, municipalities, and communities (See Tab #32 Historic Sites Unit and Tab #31 Heritage, First Nation Cultural Centres and Museums Unit).**
- 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.
  - Work with First Nations, municipalities and community partners continues to advance projects, such as the preservation and interpretation of historic sites, Ice Patch research, North Yukon archaeology, 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. (Tab #34 Arts and Heritage Collections)**
- Work is continuing with departmental staff and the department of Highways and Public Works to implement short term improvements to mitigate risks to collections.

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

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- The department has been exploring several options for a heritage collections facility.
- 6. Finalize and implement the new Cultural Centres and Museums policy to ensure these important facilities are supported into the future. (See Tab #35 First Nations Cultural Centres and Museums and Funding Review)**
- The final version of the Policy was approved April 2024.
  - A funding review and new funding model are underway through sector engagement.
- 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 Tab #33 Creative Potential (CCIS))**
- A final strategy was released in November 2021, and Phase 1 priorities are underway, including modernizing and streamlining existing funding supports, the creation of a micro-grant program, and the development of a Yukon First Nations Cultural Centres and Museums Policy.
  - 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 Tab #17 – Funding Programs)**.
  - A program analysis of arts funding programs, which supports action 1.1 in the strategy has been completed. The program analysis provides numerous recommendations for government, and they have been prioritized by the department.
  - In 2022-23, YG began partnering with the Canada Council for the Arts to deliver an initiative to support the Yukon's Indigenous artists, arts workers and cultural carriers, which also addresses CCIS priorities. This initiative includes an Indigenous Outreach Liaison Position and the \$150,000 Indigenous Artists and Cultural Carriers Micro-grant program **(see also Tab #17 – Funding Programs)**

**Session Briefing Note**

Tourism and Culture

**Mandate Letter  
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- In April 2023, the new Creative and Cultural Career Advancement Fund was announced and launched. This fund supports three individuals with \$50,000 to devote up to a full year developing their practice, with a focus on career growth. The last intake was May 15, 2024. This program addresses Action 1.6 in *Creative Potential*. **(see also Tab #17 – 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, which is complete, included in-depth sector engagement and an engagement report, which was shared with stakeholders.
- Action 4.1 in the strategy is focused on building industry understanding of complex issues such as rights, royalties and copyright. An expanded professional development workshop series was offered by the department in 2022-23, and further industry development occurred in 2023/24 to support this action.
- 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 **(see also Tab #6 – Discoveries)**

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 24  
[Date approved]

**Session Briefing Note****Budget 2024-25**

Tourism and Culture

**Supplementary Estimates 2024-25**

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**Recommended response:**

- For 2024-25, the Department of Tourism and Culture Main Estimates total appropriation was **\$34.2M**, as tabled in Spring 2024.
  - The department has identified a 100% recoverable supplementary budget in the fall of 2024 to increase the Arts Operating Fund (AOF).
  - The supplementary budget includes **\$32.2M** for Operation and Maintenance. This reflects a **\$218,000** increase for the AOF.
  - The **\$218,000** supplementary O&M budget is **fully recoverable** under the 2024-25 to 2026-27 Memorandum of Understanding with Lotteries Yukon.
  - The net growth for the Department of Tourism and Culture is **null**.
  - The **\$2.2M** Capital budget is unchanged.
-



**Session Briefing Note**

**Budget 2024-25**

Tourism and Culture

**Supplementary Estimates 2024-25**

Department of Tourism & Culture			
Operation & Maintenance (in \$000's)	2024-25 Voted to date	Supplementary No.1	2024-25 Revised Vote
Corporate Services	2,958	-	2,958
Cultural Services Branch	15,406	218	15,624
Tourism Branch	13,624	-	13,624
<b>Total</b>	<b>31,988</b>	<b>218</b>	<b>32,206</b>

Department of Tourism & Culture			
Capital (in \$000's)	2024-25 Voted to date	Supplementary No.1	2024-25 Revised Vote
Corporate Services	10	-	10
Cultural Services Branch	1,574	-	1,574
Tourism Branch	635	-	635
<b>Total</b>	<b>2,219</b>	<b>-</b>	<b>2,219</b>

Department of Tourism & Culture			
Revenues and Recoveries (in \$000's)	2024-25 Voted to date	Supplementary No.1	2024-25 Revised Vote
Revenues	76	-	76
Recoveries	717	218	935
<b>Total</b>	<b>793</b>	<b>218</b>	<b>1,011</b>

<b>Net Growth</b>	<b>\$</b>	<b>-</b>
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<b>Approved by:</b>	
Sierra van der Meer	August 23, 2024
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 an 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 composed of different members for each 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 registered Yukon non-profit organizations, artist collectives, 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)**

Longer-term support to arts organizations that contribute to the development and enhancement of the arts in the Yukon. This funding program promotes stability within established organizations that develop and sustain Yukon's arts community, fostering vitality and long-term health of the arts. It supports 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.

**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. Current recipients can rely on their base funding amount for the following year if no concerns have been raised in the application assessment process. Increased to \$1,043,000 for 2024-25 (Supp#1)\*. \* a portion of this fiscal year's increase will go to Arts Fund and other over-subscribed funding programs as the intake for AOF has passed. For 2025/26 \$1,183,075 will be available through the AOF application process.

**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 (CCCAF)**

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 enables 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 have previously lived in the Yukon and 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, 15<sup>th</sup> of May.

**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 Economic Development.

**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 (with the exception of micro-grants): 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 since 2023-2024. Previously administered by Klondike Institute of Art and Culture.



## **Express Micro-grant (EMG)**

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.

**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 (IACCMG)**

A program to support Indigenous artists, arts workers, and cultural carriers who are looking for small amounts of funding for creation, performance, development, and export activities. Made possible through a partnership with Canada Council for the Arts until March 31, 2026.

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 funded through an MoU with the Canada Council for the Arts (CCA) which has been extended to March 31, 2026. \$150,000 in funding support is available for the fiscal year 2024-25. CCA also provides full funding for the Indigenous Outreach Liaison position.

**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

## **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 (with priority on tours outside the territory). 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 institutions must be an eligible First Nation cultural centre or museum as defined by the Policy on Yukon First Nation Cultural Centres and Museums (2024).

The following are eligible to apply for funding and receive support services:

1. Yukon First Nation governments or organizations with a mandate to preserve and support Indigenous culture and heritage.
2. Incorporated not-for-profit Yukon museums.
3. Municipal museums.

Incorporated not-for-profit Yukon museums and municipal museums must:

1. Be in good standing as a not-for-profit organization under the Societies Act (if applicable).
2. Provide services to the public year-round.
3. Employ the equivalent of one full-time or part-time paid staff.
4. Have a current three to five-year strategic plan or business plan.
5. Have policies for key museum functions including collections management (for collecting museums) and exhibitions and programming.
6. Collections stewardship

First Nations Cultural Centres and museums must also:

- Be on the Department of Tourism and Culture's First Nation cultural centres and museums eligibility list (those institutions 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:** \$1,896,000 available each year – Pending funding review

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

**Administration:** Heritage 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 institutions must be an eligible First Nation cultural centre or museum as defined by the Policy on Yukon First Nation Cultural Centres and Museums (2024).

The following are eligible to apply for funding and receive support services:

1. Yukon First Nation governments or organizations with a mandate to preserve and support Indigenous culture and heritage.
2. Incorporated not-for-profit Yukon museums.
3. Municipal museums.

Incorporated not-for-profit Yukon museums and municipal museums must:

1. Be in good standing as a not-for-profit organization under the Societies Act (if applicable).
2. Provide services to the public year-round
3. Employ the equivalent of one full-time or part-time paid staff.
4. Have a current three to five-year strategic plan or business plan.
5. Have policies for key museum functions including collections management (for collecting museums) and exhibitions and programming.
6. Collections stewardship

First Nations Cultural Centres and Museums must also:

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

**Decision-making:** Museums Unit Application Review Panel assesses applications and makes recommendations to the Minister of Tourism and Culture on funding amounts.

**Intake:** February

**Budget:** \$348,000 available each year – Pending funding review

**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:** Heritage Unit

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

Provides support for community projects across the Yukon that focus on sustainable destination development 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 CTDD 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 with assessment committee.

### **Intake:**

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

**Budget:** \$1,600,000 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 up to 50 per cent of eligible capital projects to a maximum of \$75,000 for Tier 1 and \$375,000 for Tier 2.

**Administration:** Destination Development Unit

## **“Spark” Tourism Micro-grant**

The Spark Tourism Microgrant program aims to support the development of new and emerging entrepreneurs offering visitor experiences and services within the Yukon’s tourism sector. The program will act as a catalyst to encourage the development and implementation of innovative visitor experiences and services that have the potential to spark larger future projects and experiences. The program focuses on fostering long-term sustainability, as defined by the United Nations World Tourism Organization<sup>1</sup> (UNWTO) and prioritizes new or emerging entrepreneurs.

**Eligibility:** Yukon-based individuals, businesses, First Nations governments, First Nation Development entities, and not-for-profit organizations.

**Decision-making:** Internal review

**Intake:**

- June 15, October 15, and February 15.

**Budget:** \$75,000 available each year.

**Applicant limits (maximums per project):** Successful applicants can be awarded between \$1,000 to \$5,000. Funding can cover up to 100% of eligible expenses.

**Administration:** Destination Development Unit

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

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 with assessment committee.

**Intake:** Twice a year.

**Budget:** \$700,000 annually.

**Applicant limit:** For 2024-25, 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. There are flat funding rates for travel-related activities.

**Administration:** Destination Development Unit

Funding program	Annual amount \$
<b>Cultural Services</b>	
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	1,896,000
Special Projects Capital Assistance Program	348,000
Sub-total	4,588,000
<b>Tourism</b>	
Community Tourism Destination Development Fund	1,600,000
Spark Tourism Micro-grant	\$75,000
Tourism Cooperative Marketing Fund	700,000
Sub-total	2,375,000
<b>Total amount</b>	<b>\$6,963,000</b>

**Department of Tourism and Culture**  
**Stakeholder Annual Funding for 2024-25 Fall Session**

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

<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	\$240,000
Yukon Convention Bureau	\$250,000
Yukon Quest	\$150,000
Sport Yukon	\$180,000
Yukon Sourdough Rendezvous	\$117,000
Air North Charter and Training Ltd.	\$75,000
Association Franco Yukonnaise	\$25,000

**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
Vuntut Gwitchin First Nation (Rampart House)	\$120,000
Tr'ondëk Hwëch'in (Forty Mile)	\$95,000
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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**Archives:**

Yukon Council of Archives	\$94,000
Friends of the Yukon Archives Society	\$4,000

**Arts:**

Yukon Arts Centre	\$946,233
Dawson City Arts Society	\$459,000

[Return to ToC](#)

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
Yukon Art Society (Artist in the School Program)*	\$110,000
Guild Society**	\$118,800
The Yukon Film Society**	\$97,900
Yukon Art Society**	\$90,200
Gwaandak Theatre Society**	\$82,610
Nakai Theatre Ensemble**	\$71,500
Dawson City Music Festival Association **	\$65,340
The Heart of Riverdale Community Centre**	\$55,000
Whitehorse Concerts**	\$43,230
Jazz Yukon**	\$37,070
Junction Arts and Music Society**	\$35,860
The Community Choir of Whitehorse Society**	\$33,990
All-City Band Society**	\$30,800
Northern Lights School of Dance Society**	\$30,800
Yukon Bluegrass Music Society**	\$30,800
The Blue Feather Musical Society**	\$30,250
Association franco-yukonnaise**	\$22,000
Longest Night Society**	\$19,800
Village of Mayo**	\$8,800
Northern Fibres Guild**	\$2,750

\* \$10,000 through JV to Education

\*\*Includes a 10% increase pending supplementary estimates #1

## Museums and Cultural Centres:

MacBride Museum Society *	\$210,144
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)*	\$57,732
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

\*Funding allocation for MacBride Museum Society is separated for the Copperbelt Railway and Mining Museum

Updated: October 2, 2024

### Recommended response:

- The Visitor Services Unit plays 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 (VICs), mostly located on highways throughout the Yukon, are open from May 1 to September 30. The Whitehorse VIC is open year-round.
- During October 2023, the Carcross VIC stayed open to pilot an extended fall tourism program and saw 1,000 visitors.
- To extend the season and increase support for tourism in our communities, all six VICs will be open in the fall on selected dates and close on different dates from October 20 to October 31. Depending on the 2024 results the decision will be made to do the same in 2025

### Additional response:

- The Visitor Services Unit is adapting to use digital kiosks and online services to meet customers where they are.
- 12 kiosks have been installed around the Yukon and in Alaska, with more coming in fall 2024. The kiosks have been used more than 45,000 times since 2023.
- Visitor Services more widely adopted QR codes for information delivery and a reduction in printing costs. This is part of a planned 2-year transition to make more use of digital tools.
- In 2024, VIC staff assisted with social media-based travel advice and hosted 30 video appointments to answer visitors' pre-trip questions.
- For those who went to VICs in 2024, their experience was improved with new exhibits, increased community programming and signage changes.

- At four VICs – Beaver Creek, Carcross, Haines Junction and Whitehorse – Visitor Services hired locals to host regularly scheduled Indigenous tourism exhibits and tours from May to September. Over 400 visitors attended these events.
- A new advertising campaign, *Have a Better Day* encourages people to engage with Visitor Services online, in-person and via phone <https://www.travel yukon.com/better-day>

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

- Visitor Services Unit plays a critical role in welcoming visitors and improving their Yukon experience and is optimizing its programs to use more digital tools.

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### Background:

- Although traffic to VICs has recovered post COVID-19 pandemic, visitation has been trending downwards since the 2018 historical high.
- From May to August 2024, visitation (186,000) was 3% higher than during the same period in 2023 (180,000) but still 43% lower than in 2018 (327,000).
- VIC staff are hired in each community to provide visitors with information on travel products and experiences available locally and emergency safety updates.

### Approved by:

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 3, 2024  
[Date approved]

# Session Briefing Note

## Marketing Unit

Spring 2024

Tourism and Culture

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### Recommended response:

- Promote authentic travel experiences in a market-driven, consumer-focused manner that aligns with the values of Yukoners - is a key action under the Yukon Tourism Development Strategy (YTDS). This action is brought to life by the Marketing Unit under Action 4.1: Market the Yukon as a year-round tourism destination.
- The Marketing Unit is actively promoting 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.
- In 2024-25 increased marketing investments are being made in Quebec and market exploratory work is being conducted in Taiwan and South Korea.

### Additional response:

- The Marketing Unit has implemented several successful campaigns and initiatives that have received award nominations and wins from 2021-24, including 2 Skift IDEA awards, an Effie award nomination, and a Clio award win for the recent *Yukon is a Little Bit Metal* campaign this past spring.

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

Yukoners, Yukon tourism businesses, and sector stakeholders are keenly interested in the Yukon's destination promotion investments and programming.

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**Background:**

- Since 2016-17 the Yukon Government has invested approximately 55 million dollars in Yukon destination promotion.
- Marketing investments, including the selection of geo-target markets, are made based on both empirical and other available data sources including the Yukon Tourism Exit Survey, Destination Canada's Global Tourism Research Program, Conference Board of Canada research, the Brand Tracking Survey, and other data.
- The Marketing Unit's global marketing strategy is:
  - Invest in strategic consumer marketing campaigns to increase the awareness of the Yukon as a travel destination and move perspective travelers along the path to purchase from consideration to planning.
  - Amplify these campaigns through strategic media relations engaging trusted travel and lifestyle publications, brands and personalities to produce compelling and inspirational Yukon travel stories;
  - Support this work through strategic investments in the travel trade channel to ensure that compelling Yukon tourism products are widely available for sale and easy to purchase by travelers.
- The Marketing Unit engages a marketing agency of record and a media relations agency in Canada, and in-market sales contractors in German-speaking Europe, the UK, Japan and Australia who support the implementation of our tactical plans in these core markets.
- Tourism Yukon is committed to working with Yukon tourism stakeholders to meet both the annual and the goals of the Yukon

**Session Briefing Note****Marketing Unit**Tourism and Culture

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Tourism Development Strategy, and in 2024-25 the new Yukon Marketing Advisory Committee was established.

- The purpose of the Marketing Advisory Committee is to provide the Tourism Yukon Director of Tourism with strategic destination promotion advice by:
  - Providing a business-focused lens and ideas to support Tourism Yukon to meet the goals of YTDS Action 4.1 through its regional, national, and international marketing programming.
  - Providing industry input, perspective and feedback from across the sector on Tourism Yukon’s marketing strategic priorities and the insights that inform these strategic priorities.
  - Identifying insights or market intelligence gaps that may impact Tourism Yukon’s ability to implement the programming developed to meet its strategic priorities.
  - Ensuring the alignment of Tourism Yukon and the Yukon tourism sector in its work under YTDS Action 4.1.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note****Destination Development  
(Formerly Industry Services)**Tourism and Culture

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**Recommended response:**

- The Destination Development unit, formally known as Industry Services, delivers programs and services to the Yukon tourism sector through destination development support, funding, planning, and research.
- The unit administers the Community Tourism Destination Development Fund, the Tourism Cooperative Marketing Fund, the newly created Spark Tourism Micro Grant, and the *Go Digital Yukon* Program.

**Additional responses:**

- The unit established the Yukon Sustainable Tourism Framework and in 2022 became a member of the United Nations' International Network of Sustainable Tourism Observatories (INSTO).

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

- People will be curious about the work being done to support and develop Tourism stakeholders in the Yukon.

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**Background:**

Key initiatives by the Destination Development Unit:

- Provides annual funding to the Tourism Industry Association of Yukon and Yukon First Nations Culture and Tourism Association.
- Offers one on one advising services to tourism entrepreneurs, consultants, community development organizations, and NGOs, as well as advice on specific tourism development projects.
- Current research and performance reporting initiatives by the unit includes:
  - Quarterly Yukon Tourism Visitation Reports
  - The 2022/23 Yukon Visitor Exit Survey
  - The 2024 Yukon Resident Perceptions of Tourism Survey
  - The 2023 Yukon Business Survey

## **Session Briefing Note**

### **Destination Development (Formerly Industry Services)**

Tourism and Culture

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- The 2022 Yukon Sustainable Tourism Report and
- The Sustainable Tourism Dashboard.
  
- Programs and initiatives to help develop tourism in the Yukon, including:
  - Tourism Reconnects, in partnership with Visitor Information Centres
  - The *Go Digital Yukon* program, including the *Go Digital* Tourism Summit
  - Biweekly Industry Advisory newsletters
  - Destination Development work in Carcross
  - Sustainable Tourism Development Initiatives which includes workshops, working group, and funding
  - Tourism Cafés and stakeholder meeting facilitation in communities across the territory
  - The Rugged Apprentices program

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]



## Session Briefing Note

### Yukon Tourism Visitation and Revenues

Tourism and Culture

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#### Recommended response:

Overall, 2024 indicators of tourism visitors are showing significant increases over 2023.

Here are some key visitation highlights for 2024.

- 319,000 visitors to Yukon from January to July 2024 (Year to Date).
  - Up 14% compared to same period in 2023.
  - Equal to same period in 2019.
- Occupancy rate from January to August 2024 was 2% higher than in 2023 and 3.6% higher than 2019.
- Overnight visits to Yukon will grow by 25.0% in 2024, 11.6% in 2025, and an annual average of 6.1 percent between 2026 and 2028.

The tourism sector in the Yukon serves as a vital economic driver, contributing significantly to job creation, revenue generation, and overall economic growth.

#### Additional response:

Here are some key financial highlights from January to August 2024:

- A total of \$259.3 million was spent in the Yukon; 7.6% higher compared to the same period in 2023.
- Of this total, \$136.4 million was spent by international visitors (2.7% higher than in 2023) and \$122.9 million by domestic visitors (13.7% higher than in 2023).
- Compared to 2019, this represents a 17.3% increase in total spending.

## **Session Briefing Note**

### **Yukon Tourism Visitation and Revenues**

Tourism and Culture

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- Of the \$259.3 million spent in the Yukon, 43.5% was on food and beverages, 27.5% on accommodations, 14.3% on retail, 10.0% on transportation and 4.8% on recreation and entertainment.

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

People may be curious about the summer 2024 tourism season.

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#### **Background:**

- Quarterly reports are published to offer users the latest insights into tourism performance indicators.
- Quarterly reports are available on Yukon.ca under the dedicated section for tourism statistics and reports.

<b>Approved by:</b>	
Sierra van der Meer	October 16, 2024
Deputy Minister, Tourism and Culture	[Date approved]

## Session Briefing Note

### Modernization of the Tourism Sector

Tourism and Culture

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#### Recommended response:

- The department recently completed a digital audit of the sector, providing insights into the industry's digital readiness to inform future programming and funding decisions. Although results won't be publicly disclosed, businesses can request their individual results and receive recommendations to improve their digital footprint.
- Based in part on digital audit results and feedback from the industry, the Tourism Cooperative Marketing fund has been updated to include more modern digital marketing initiatives like influencer marketing; professional photography; geofencing; and more in its eligible activities.
- This year, a STEP student offered photography sessions to tourism operators, addressing a significant gap identified by the digital marketing unit and the recent digital audit. Professional photography can be costly, particularly for small "mom and pop" shops, but is crucial for effective digital marketing. The student photographer provided services to over 40 clients, helping to enhance their digital presence and marketing efforts.

#### Additional response:

- The Go Digital Yukon program is continuing from 2022/2023. This program offers courses and training on digital marketing for tourism businesses. As of August 2024, 67 Yukon tourism businesses and partners have participated in the *Go Digital Yukon* program.
- The program includes online workshops, 1-1 coaching services and custom resources.

**Session Briefing Note**

**Modernization of the Tourism Sector**

Tourism and Culture

- The department is planning the *Go Digital* Tourism Summit for March 2025. The Summit will provide a day of digital education catered to the tourism sector.

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

- The tourism sector is in the process of adapting to the digital economy from the print-based world.

**Background:**

- The global evolution happening in the digital space is impacting the tourism sector. It is difficult for small businesses to keep up with the changes and make the most of digital opportunities.
- In Spring 2022, Destination Canada launched Canada’s Tourism Renaissance: Our Strategy for Recovery, which specifically highlighted the need for sector digitization through 2022-2025.
- The Tourism Cooperative Marketing Fund has recently gone under review, with findings emphasizing the importance of updating the guidelines to keep up with the times.
- 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 in January 2023. The in-person event, in partnership with Yukonstruct and TIA Yukon, had over 70 participants attend representing a range of tourism and tourism-related businesses.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

## Session Briefing Note

### Sustainable Tourism

Tourism and Culture

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#### 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:
  - Updating and maintaining the Yukon Sustainable Tourism Dashboard that was launched in January 2024.
  - Updating and maintaining the Yukon Sustainable Tourism Annual Report, which was released in January 2024. The latest version will be released in 2025.
  - Re-establishing the Yukon Sustainable Tourism working group that will oversee the updating of the framework and advise on priority issue areas.
  - Offering tourism operators courses on Sustainable Tourism through the Go Digital program where they can earn certificates.
  - Running workshops on sustainable tourism practices, where stakeholders can attend in person or online to learn about sustainable tourism practices from different guest speakers.
  - Funding sustainable-specific projects.
  - Creating strong relationships with Our Clean Future and Energy Solutions to ensure we adopt a one-government approach.

#### 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 initiatives the department has undertaken since the framework was developed.

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**Session Briefing Note****Sustainable Tourism**Tourism and Culture

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**Background:**

- Establishing the Yukon Sustainable Tourism Framework (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 destinations. The Yukon is the second Canadian INSTO member, and the first north of 60.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note****Community Tourism  
Development**Tourism and Culture

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**Recommended response:**

- The department is providing funds to several businesses, organizations, and individuals across Yukon communities to facilitate sustainable and innovative destination development.
- As of August 2024, the Community Tourism Destination Development (CTDD) Fund has supported 41 projects. Ninety percent of the projects are in communities or regions outside of Whitehorse and range from building new tourism infrastructure to developing new tourism experiences including 12 Yukon First Nation-owned/led, and 17 LGBT2S+ and women-owned/led projects.
- The “Spark” Tourism Micro-grant is currently supporting new and emerging entrepreneurs in the tourism sector by funding 13 projects in 5 different communities across the Yukon. In the program’s “pilot” year, Spark supported 19 different projects in 8 different communities.

**Additional response:**

- The department conducts multiple visits each year to communities across the Yukon, facilitating discussions with municipalities, businesses, and locals on tourism-related community development.
- The department also hosts multiple Tourism Cafes each year, bringing together tourism stakeholders in their common region to discuss community tourism development.
- In September 2023, 49 volunteers from across Canada participated in the department’s Rugged Apprentices program, contributing to a community infrastructure project in one of five Yukon communities.
- 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.

# Session Briefing Note

## Community Tourism Development

Tourism and Culture

- Businesses, organizations and individuals can apply for Spark with funding requests between \$1,000 and \$5,000.
- Rugged Apprentices volunteers travelled to Carmacks, Dawson, Mayo, Tagish, or Teslin where they helped upgrade local infrastructure and property as identified by each community.

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

- CTDD and “Spark” are newer funds and there may be questions about recipients/projects..

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### 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, 2026.
- The Spark Tourism Micro-grant was announced in February 2024 and will provide \$75,000 annually, available through three intakes.
- Support for destination development offered through CTDD and “Spark” 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 CTDD recipients is available on Yukon.ca at <https://yukon.ca/en/community-tourism-destination-development-fund-recipients-2024-26>

<b>Approved:</b>	
Sierra van der Meer	September 4, 2024
Deputy Minister, Tourism and Culture	[Date approved]



**Session Briefing Note****Indigenous Tourism**Tourism and Culture

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**Recommended response:**

- Indigenous Tourism products are an identified gap in the Yukon's Tourism offer and a key area of potential growth.
- The department has an MOU with Yukon First Nations Culture and Tourism Association (YFNCT) to collaborate in the development of Indigenous Tourism.
- The department is supporting Indigenous Tourism development through several initiatives and supports like the Community Tourism Destination Development (CTDD) Fund, and the Spark Tourism Micro-grant.
  - The Department has funded 9 Indigenous-owned or led tourism projects through the Community Tourism Destination Development Fund since the program's inception in 2023.
  - The Department has funded 12 Indigenous-owned or led tourism projects through the Spark Tourism Micro-grant since the program's inception in 2023.

**Additional response:**

- Destination Canada has selected a Yukon project for the first phase of its inaugural Tourism Corridor Strategy Program. This pilot project aims to promote 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.

## Session Briefing Note

### Indigenous Tourism

### Tourism and Culture

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- 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.
  - The feasibility study for the Corridor Strategy Program will provide interested First Nations with key information that can help determine what kind of opportunities may exist in their communities.
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#### Context—this may be an issue because:

- There may be interest in the progress of Indigenous tourism experience development in the Yukon.
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#### Background:

- Destination Canada received 15 submissions from around the country. The other two successful submissions include:
    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
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**Session Briefing Note****Indigenous Tourism**Tourism and Culture

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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.

- In the 2023-2024 fiscal year, four out of 19 CTDD funded projects were Indigenous owned businesses and/or organizations totaling \$529,500 in CTDD funding. The recipients are Fox Bay Retreat, Carcross Tagish Limited Partnership, Kluane Energy and Dennis Shorty Fine Art.
- In the 2024-2025 fiscal year, five out of 23 CTDD funded projects were Indigenous owned businesses and/or organizations totaling \$331,270 in CTDD funding. The recipients are Selkirk Development Corporation, Bannock Slap, Hart 2 Hart Developments Ltd, Northern Nomad Outdoors, and Josie's Old Crow Adventures.
- **"Spark" Tourism Micro-grant:** In the 2023 – 2024 fiscal year, 8 Indigenous tourism entrepreneurs received assistance through Micro-grant funding. The recipients were Dàkeyi Dánán Tours, Indigenous Tourism Walks + Talk, Champagne Pack Trains, Yukon Roots, Kluane Outdoor Inspirations, Bannock Barn, Trapline 2U, PERXX.
  - One indigenous led organization, Carcross Tagish Limited Partnership received assistance through the Micro-grant funding in the 2023-2024 fiscal year.
- **"Spark" Tourism Micro-grant:** In the 2024 – 2025 fiscal year, two Indigenous tourism entrepreneurs received assistance through Micro-grant funding in the June 15 intake. The recipients are Yukon Roots and Chilkat Trails.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note**  
**Yukon Tourism Advisory**  
**Board (YTAB)**Tourism and Culture

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**Recommended response:**

- The Yukon Tourism Advisory Board (YTAB) is an important outcome of the Yukon Tourism Development Strategy. Established in March 2020, the Board's primary function is to advise the Minister on the implementation of the Strategy.
- As we have moved past pandemic relief to a focus on recovery and destination development, we have updated the terms of reference to reflect the evolving role of YTAB as an advisory body. YTAB has provided valuable insights on high-level tourism issues and Departmental initiatives.

**Additional response:**

- With the pandemic's onset, YTAB was instrumental in advising ways to mitigate the impacts of COVID-19 on the tourism industry. YTAB provided 39 recommendations to the government to help mitigate COVID-19 impacts and to position the Yukon's tourism sector for recovery.

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

- The tourism sector is interested in the role that YTAB plays in the industry.
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**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.

**Session Briefing Note**  
**Yukon Tourism Advisory**  
**Board (YTAB)**

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Tourism and Culture

Board costs such as per diems and travel are covered within the existing Tourism and Culture budget.

**Approved:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

## Session Briefing Note

### Emergencies and Tourism

Tourism and Culture

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#### Recommended response:

- Emergencies, such as flooding, wildfires or road closures, are unexpected and yet happen almost every summer.
- The Tourism branch supports tourism stakeholders and visitors in the territory when these events happen.

#### Digital tourism kiosks

- Kiosks have instructions for how to get emergency updates from Yukon government sources. In 2024, over 300 people viewed these instructions, with 50 QR code scans of the options.
- Kiosks feature an interactive 511 Yukon map with information about road closures and weather alerts. This year, over 1,100 people used the map, with 80 QR code scans to download the 511 app.
- Kiosks can be found in 12 locations throughout the Yukon and Alaska.

#### At Visitor Information Centres

- Staff at VICs direct visitors towards <https://511yukon.ca/> and <https://yukon.ca/emergencies> for the most up-to-date info, and help answer specific questions.
- Our 6 VICs are used as key community locations for visitors to get information about emergencies and what to do.

#### Emergency Preparedness - Print booklet

- Visitor Services, in collaboration with Community Services, has created a print booklet with information about how to travel safely in the Yukon. The booklet will be printed this winter and available on kiosks and from the VICs in spring 2025.

**Session Briefing Note**  
**Emergencies and Tourism**

Tourism and Culture

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- The booklet has been a collaborative project with Community Services (Wildland Fire and Emergency Measures Organization).

**Destination Development**

- Destination Development is working with Our Clean Future to determine strategies for ensuring the safety and well-being of tourism businesses and visitors. The Tourism sector is considered a priority in Our Clean Future’s *Climate Risk and Resilience Assessment*.
- Emergency updates and resources for preparedness are shared in Destination Development’s Industry Advisory Newsletter.
- An Emergency Preparedness checklist for tourism businesses is being developed as part of the Tourism Resource Guide.

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

The tourism sector wants to know how TC will support visitors in emergency situations.

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**Background:**

- The summer of 2023 had evacuations due to wildfires (Mayo and Old Crow). The previous summers, 2022 and 2021, were impacted by flooding (Dawson, Carmacks, Southern Lakes region).
- In 2024, the sector has been impacted by landslides (Southern Lakes region), wildfires (Mayo, Stewart Crossing) and threats to water and land from mining activity (Mayo region).
- It is expected that, due to climate change, these events will continue to occur.

**Approved by:**

Sierra van der Meer  
 Deputy Minister, Tourism and Culture

September 4, 2024  
 [Date approved]

**Session Briefing Note****Yukon Archives Unit**Tourism and Culture

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**Recommended response:**

- Yukon Archives has acquired, preserved, and provided access to the Yukon's written, visual and audio records since 1972.
- Yukon Archives increased its public hours in 2024, including evening hours on Thursdays as well as offering appointments on Saturdays, to improve access to the public, Yukoners travelling from rural communities, visitors to the territory, students and researchers.
- Yukon Archives partners with First Nations citizens, non-profit organizations, and governments on many initiatives, such as: increasing accessibility of the materials; improving accuracy of record descriptions; sharing expertise on preserving and managing archival records.

**Additional response:**

- The Yukon's many stories and its documentary heritage are a source of pride for Yukoners, and we encourage everyone to connect with Yukon Archives to learn about its fascinating materials and resources.
- Yukon Archives has hired an Indigenous Archives Reference Assistant to support its reconciliation efforts and build capacity within the archival sector.
- Yukon Archives is committed to ensuring the needs of Archives users are met and services are delivered in an equitable, accessible and inclusive manner.
- Yukon Archives has provided secure storage for CYFN archival records since 2002 and provides free office space for CYFN's



## Session Briefing Note

### Yukon Archives Unit

Tourism and Culture

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Archivist. Since 2017, CYFN has undertaken a project to identify, arrange and describe its records.

- Yukon Archives provides operational funding, free office and meeting space to the Yukon Council of Archives. The department now provides \$94,000 annually (an increase of \$19,000/year) through a 3-year transfer payment agreement to support the Community Archivist Program year-round.
- Yukon Archives provides \$4000 to the Friends of the Yukon Archives Society (FOYAS) to increase access to Yukon's documentary heritage. FOYAS develops and designs exhibitions that draw on Yukon Archives' collections.
- Yukon Archives and FOYAS recently updated and re-mounted "*Growing Up With the Yukon: The Van Bibber family.*" It opened in July 2024 in presence of the family in the Hougen Heritage Gallery at Arts Underground. The exhibition features photographs taken by the Van Bibber family over many years and tells the story of the family's lives at the homestead and their journeys throughout the territory. It will be on display until October 26, 2024.
- Yukon Archives created a temporary display as part of Yukon Pride Week in August 2024. The display showcased the history of queer activism and community-building in the territory.

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#### 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.

# Session Briefing Note

## Yukon Archives Unit

Tourism and Culture

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### Background:

- Yukon Archives holds a variety of records, including government and private records and a library of published materials.
- The Archives Act:
  - Designates Yukon Archives as the official repository for records;
  - Grants the authority to acquire, preserve, and provide access to 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 research 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.

### Approved by:

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note****Arts Unit**Tourism and Culture

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**Recommended response:**

- The Arts Unit's mandate is to foster the development and enhancement of the arts in the Yukon. Over \$4.4 million is invested each year to support Yukon artists and creatives, with over \$2.2 million available in applicant-driven funding.
- The department delivers ten funding programs for creatives and arts organizations. In 2023-24, these programs supported 233 organizations, projects and activities with funding.
- Four key community arts organizations are directly funded: Yukon Arts Centre, Dawson City Arts Society (Klondike Institute of Art & Culture), Northern Cultural Expressions Society and Yukon First Nations Culture & Tourism Association.
- The department acquires original and diverse Yukon artwork annually through an agreement with the Friends of the Yukon Permanent Art Collection.
- Over 100 pieces of the collection are on display and accessible in more than 30 locations around the territory and beyond.

**Additional response:**

- The Arts Unit helps Yukon artists and craftspeople connect to and access their audiences on territorial, national and international stages.
- The Arts Unit works closely with artists and organizations to increase accessibility to funding opportunities, with a commitment to providing support for Indigenous arts practices.

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

- The Arts Unit delivers programs of support for artists, collectives, community groups, creative economy workers, cultural carriers and arts non-profit societies. It

**Session Briefing Note****Arts Unit**Tourism and Culture

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oversees promotion, care and maintenance of Yukon government's art collections, including the Yukon Permanent Art Collection.

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**Background:**New funding programs

- The department launched the Express Micro-grant (EMG) and the Indigenous Artists and Cultural Carriers Micro-grant (IACCMG) in 2022-23. Since the launch of EMG in September 2022 and IACCMG in January 2023, the programs have funded more than 250 recipients across the territory.
- In March 2023, Yukon government announced the Creative and Cultural Career Advancement Fund to support three individuals annually with \$50,000 to focus on their creative or cultural career and business skill development.

Yukon Permanent Art Collection (YPAC)

- 14 new works were added to YPAC in 2024 and are displayed in the Yukon Arts Centre's Community Gallery,
- The Yukon Arts Centre storage vault, where most of the collection is stored, has reached capacity. The lack of storage will hinder the number and kinds of work that can be acquired. **(see also – Tab 34 Arts and Heritage Collections)**

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note****Heritage, First Nation Cultural  
Centres and Museums Unit**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 19 Yukon First Nations cultural centres and museums through funding and the provision of specialized advice and expertise in collections management and conservation.

**Additional response:**

- Government of Yukon, with input from cultural centres, museums, heritage organizations and Yukon First Nations released a new Yukon First Nation Cultural Centres and Museums Policy one year ago.
- As part of the policy implementation, a new funding model has been drafted through research and engagement with museums and cultural centres.
- The model aims to address historical inequities, increase organizational sustainability; and provide O&M dollars on the basis of cost drivers such as collections size, hours and seasons of operation, distance from Whitehorse; and base wage considerations.

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

Yukon museums and cultural centres regularly express the need for increased funding.

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**Session Briefing Note****Heritage, First Nation Cultural  
Centres and Museums Unit**

Tourism and Culture

**Background:****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 eight not-for-profit museums.
- Two YG funding programs support museums and cultural centres totaling almost \$2 million annually. **(see also Tab 17 Funding Programs)**
- A new Policy on Yukon First Nations Cultural Centres and Museums was approved in April 2024. The new policy establishes eligibility to access funding and clarifies the scope of funding and support services provided by the department's Heritage Unit.

**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:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

## Session Briefing Note

### Historic Sites Unit

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, and through digital media.
- The department works with site managers to implement Management Plans and activities at our co-owned co-managed historic sites, including continued conservation at Conrad on Building 1, through a bridge feasibility study at Rampart House and through log conservation on historic buildings at Fort Selkirk and Rampart House.
- 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.

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**Context—this may be an issue because:** Yukon Historic Sites are tangible expressions of the Yukon's history and heritage and are valued and enjoyed by Yukoners.

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**Session Briefing Note****Historic Sites Unit**Tourism and Culture

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**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 Tab #17 Funding Programs)**
- There are 12 Yukon Historic Sites and 22 municipal historic sites designated under the *Historic Resources Act*.
- Projects underway in 2024 include:
  - Continuation of log conservation at Robinson Roadhouse, Building 1, Block 2.
  - Building conservation work on Qikiqtaruk - Herschel Island
  - Reinstallation of vehicles at South Canol Truck Dump Heritage Reserve.
  - Work with Yukon First Nations, municipalities, and stakeholders to document historic places throughout the Yukon for interpretation, development assessment review and understanding.
  - Provide financial and technical support to the City of Dawson as they undertake an update to its Heritage Conservation Plan and bylaws in 2024-25.
  - Continue to collaborate with Carleton University Immersive Media Studio to develop a virtual tour of Venus Mill.
  - Develop a conservation plan for Forty Mile Historic Site.
  - Work with the Advisory Committee to begin working on promotion and management of Tr'ondëk-Klondike World Heritage Site.

**Approved**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]



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

First Nation	Site Name
Selkirk First Nation	Fort Selkirk
First Nation of the Nacho Nyak Dun	Lansing Post
Tr'ondëk Hwëch'in	Forty Mile, Fort Cudahy, Fort Constantine
Vuntut Gwitchin First Nation	Rampart House LaPierre House
Carcross/ Tagish First Nation	Tagish Post
Carcross/ Tagish First Nation	Conrad
Kwanlin Dün First Nation	Canyon City
Champagne Aishihik First Nation	Sha'washe

**Session Briefing Note**  
**Creative Potential (CCIS)**Tourism and Culture

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**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 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. The partnership with Canada Council for the Arts to fund the Indigenous Artists and Cultural Carriers Micro-grant has been extended for two years based on its success to date. (see Tab 17 Funding Programs).
- Over 30 professional development workshops for the creative and cultural sector have been offered by the department since 2022.

**Session Briefing Note  
Creative Potential (CCIS)**Tourism and Culture

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- A new policy on Yukon First Nations Cultural Centres and Museums was completed and approved in April 2024.
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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 2022 Culture GDP was \$72.3 million, representing 1.8% of the total territorial economy. Canada's 2022 Culture GDP was \$58.5 billion, representing 2.1% 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 2.5% from 2021 to 2022 for a total of 802 culture jobs (2022).

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note****Arts and Heritage Collections**Tourism and Culture

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**Recommended response:**

- The Department of Tourism and Culture has a 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 2023 Minister of Tourism and Culture’s mandate letter stated: “Continue to advance the establishment of a heritage resource centre for the conservation and protection of Yukon’s archaeological, paleontological, and cultural artifacts.”
- The department has been exploring several options for a heritage collections facility.
- Any eventual facility will integrate and honour the heritage co-management relationship between YG and First Nations.

**Additional response:**

- Work is continuing with departmental staff and the department of Highways and Public Works to implement short term improvements to mitigate risks to collections.

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

- Some of the collections are at risk in their current locations or have outgrown their spaces.
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**Session Briefing Note****Arts and Heritage Collections**Tourism and Culture

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**Background:**

- Government of Yukon is the co-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. A functional building program was last completed in 2021 and was 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.
- The current storage and research facilities have deficiencies that present the risk of deterioration or damage to the collections.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

## **Session Briefing Note**

# **First Nation Cultural Centres and Museums Funding Review**      Tourism and Culture

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### **Recommended response:**

- We are pleased to support 19 First Nation cultural centres and museums through financial agreements and by providing expertise and resources for collections care.
- A new policy on Yukon First Nations cultural centres and museums was approved in April 2024.
- The new policy establishes eligibility to access funding and clarifies the scope of funding and support services provided by the department.

### **Additional response:**

- A funding review and engagement on a draft funding model has been underway to examine sector funding pressures and to explore a funding formula.
- The model aims to address historical inequities, increase organizational sustainability; and provide O&M dollars on the basis of real-world cost drivers.
- Key considerations in the draft formula include museum collections size, hours and seasons of operation, distance from Whitehorse; and base wage minimums.

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

- There are sustained requests from Yukon museums and cultural centres for additional funding.
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## **Session Briefing Note**

# **First Nation Cultural Centres and Museums Funding Review**      Tourism and Culture

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### **Background:**

- The department provides partial funding and support services to 19 museums and First Nation cultural centres in the Yukon and oversees the management of the Yukon Beringia Interpretive Centre.
- Past funding levels have been based on historical support rather than funding formulas and have not addressed funding inequities or recognized the different sources of operational funding from different levels of government.
- Between 2015/16 and 2017/18 operational funding for cultural centres and museums 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.
- 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 new policy states: The Yukon government will invest in strong, independent Yukon First Nation cultural centres and museums and provide support services, that respect self-determination, to share Yukon's stories within a unique northern context of reconciliation for Yukoners and visitors.
- In addition to the policy statement the policy clarifies eligibility to access funding and support, investment, capacity building and support services, and includes updated definitions for First Nation cultural centres and museums.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note****Fall 2024****Highway Rest Areas**Tourism and Culture

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**Recommended response:**

- Highway rest areas are an important service for tourists and Yukoners alike.
- 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 through signage.
- Over the last few years, the cost of maintaining rest stops has increased significantly, leading to budget pressures, and reduced services.

**Additional response:**

- A number of rest stops where cleaning and maintenance were paid for by Tourism and Culture were removed in 2023 due to the very high costs. Signage at these sites clearly indicates nearby alternatives.
- The department continues to prioritize ensuring infrastructure meets the needs of highway travelers while focusing on providing residents and visitors an awareness of Yukon's natural, cultural, and historical places at point of interest rest areas.

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

Yukoners and tourists travel the highways and require outhouses and rest areas.

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**Background:**

- The Department of Tourism and Culture has identified \$315,000 in funding in 2024-25 towards interpretive signage and infrastructure upgrades and rest area maintenance.



**Session Briefing Note**

**Highway Rest Areas**

Tourism and Culture

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- A large portion of the budget for “Scenic Drives” is now used for rest stop maintenance contracts, including the rising cost of educutions (pump-outs).
- Other “Scenic Drives” priority projects in 2024 include repairs to Bove Island overlook and the Artic Circle kiosk, updating and installing interpretive panels at several smaller sites, promoting the Yukon Sights and Sites app, and completing research for interpretation for the Canol Truck Dump and Venus Mill.
- Tourism and Culture has a total of 13 rest stops with outhouses and garbage receptacles under its responsibility.
- An MOU with HPW is signed each year as HPW manages the maintenance contracts for the rest stops under Tourism and Culture. This past year, by removing the three sites from the maintenance schedule, total cost to Tourism and Culture under the MOU was reduced by approximately \$80,000.
- HPW closed 3 Tourism and Culture sites, all on the Klondike Highway, on behalf of Tourism and Culture. They were closed due to high maintenance costs and due to their proximity to other more prominent rest areas.
- 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.
- 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.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Department of Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note****Rest Area Strategy**Highways and  
Public Works

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**Recommended response:**

- Safety rest areas along Yukon highways are an important part of our transportation network and provide travellers with a safe and appropriate area to rest.
- As such, the Government of Yukon is developing a rest area strategy to provide a consistent, high level of service for travellers.
- The strategy will standardize the distance between safety rest areas, allowing highway travellers to predict and rely on the Yukon's rest areas for their travel plans.
- The rest area strategy will also include service standards that will guide changes to amenities, locations, and the inclusion of fast-charging stations for electric vehicles.
  - One of the commitments of our government under Our Clean Future is to make it possible for electric vehicles to reach all road-accessible communities by 2027, and creating electric vehicle charging stations at safety rest areas in remote locations will help fulfill this goal.
- As the department develops and implements the rest area strategy, we will continue to ensure the needs of those travelling on our highways are met.
  - For example, to assist travellers in knowing where rest areas are located and planning their trips accordingly, rest areas were added to the 511 Yukon platform in February 2024.

# Session Briefing Note

## Rest Area Strategy

**TAB# 74**  
**FALL 2024**  
Highways and  
Public Works

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### Additional response: Criteria for new Rest Areas

- There are several criteria that go into constructing new rest areas.
- First, a Safety Rest Area provides defined services: at minimum outhouses and garbage bins, at defined intervals to provide predictable, dependable service to highway users.
- Second, these rest areas need to meet certain engineering standards, including the ability to have clear lines of sight, multiple accesses, sufficient turning radius, and space for amenities and large commercial vehicles.
- Third, new safety rest areas should minimize environmental impacts by using existing sites where possible.

### Third response:

- Highways and Public Works released a Request for Information in March 2024 seeking an improved model of outhouse, and to determine the level of market interest in supplying outhouse buildings.
- We will be replacing wooden outhouses in poor condition with more durable recycled polymer outhouses and installing new ones at Swift River in 2025. We will be evaluating their performance and cost effectiveness for potential widespread adoption at our rest areas.

### Fourth response: Drury Creek Project

- There is a need for a new safety rest area between Carmacks and Faro.
- There are currently outhouses at the Mitchell Road Junction/Campbell Highway kilometre 414 and Eagle Rock/Columbian Disaster kilometre

**Session Briefing Note****Rest Area Strategy**Highways and  
Public Works

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555. This 141-kilometre gap necessitates another rest area in between.

- Based on comments we received from Yukoners during the spring's cancelled YESAB submission, we are evaluating alternative sites, and will resubmit a proposal for this area once we have collected feedback from affected stakeholders.
  - We remain committed to working with all partners and stakeholders to ensure that a consistent set of services, such as rest areas and electric vehicle charging stations, are available along Yukon roads.
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**Context—this may be an issue because:**

- The closure of outhouses has generated media attention.
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**Background:**

- Some rest areas have outhouses, garbage bins, and interpretive messaging on the Yukon's history and environment.
- Most highway rest areas in the Yukon fall under the domain of Highways and Public Works. Forty-four of the 64 sites with outhouses are owned by Highways and Public Works.
- The 3 site closures in 2023 were in alignment with the development of the Yukon government's rest area strategy.
- The three rest areas permanently closed on the North Klondike Highway:
  - 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.

**Session Briefing Note**  
**Rest Area Strategy**

- There are outhouse facilities at Five Finger Rapids which is within 13 kilometres of Yukon Crossing.
- Stewart River viewpoint at kilometre 551.
  - There are outhouse facilities in Stewart Crossing at kilometre 535 which is 16 kilometres away.
- The three outhouses were removed in October 2023 by Highways and Public Works.

<b>Approved by:</b>	
T. Allen	September 3, 2024
Deputy Minister, Highways and Public Works	Date Approved

**Session Briefing Note****South Canol Heritage Reserve**Tourism and Culture

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**Recommended response**

- The South Canol Truck Dump Heritage Reserve is a grouping of salvaged vehicles located at Johnson's Crossing near the junction of the Canol Road with the Alaska Highway.
- The site contained approximately 60 WWII-era vehicles connected to the 1940's construction of the Canol Pipeline.
- During the summer of 2022, heritage resources were mistakenly removed as part of a solid waste cleanup being undertaken by Teslin Tlingit Council (TCC).
- As of September 2024, following several public engagement sessions and collaboration with TTC, some of the higher-value trucks have been moved back to the original site, as part of a larger plan.

**Additional response:**

- The eventual plan will also include landscaping, a short interpretive trail, and other interpretive elements.
- The cost estimate is \$147,000, and will be phased over three years. The project is currently awaiting YESAB review and pending the outcome, trail clearing, interpretation and design will proceed upon approval.

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**Context—this may be an issue because:** Relocation of the artifacts (trucks) back to the site and YESAB review may reignite interest in the plan.

**Background:**

- On September 23, 2022, the Government of Yukon became aware that historic objects from the South Canol Truck Dump, a heritage reserve managed by the Department of Tourism and Culture, were taken to the Teslin landfill.

**Session Briefing Note****South Canol Heritage Reserve****Tourism and Culture**

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- This reserve is located at the south end of the Canol Road at Johnson’s Crossing and consists mainly of WWII era trucks. A nearby interpretive pullout with additional trucks and historical information remains intact.
- Teslin Tlingit Council (TTC), with funding from Crown–Indigenous Relations and Northern Affairs Canada (CIRNAC), coordinated the removal of these historic objects, with the understanding that the site is a TTC environmental liability. This was a misunderstanding, as this reserve is owned and managed by Government of Yukon.
- On October 13, 2022, representatives from YG, Teslin Tlingit Council, and CIRNAC met to discuss process gaps, concerns regarding contaminated soil at sites where historic resources are located and how to better collaborate in the future for management of similar sites.
- Summer 2024, Historic Sites unit, in collaboration with TTC, contracted 3 Pikas to conduct targeted engagement and to determine what to do with the vehicles and site; based on feedback 3 Pikas developed a plan for the site.
- An interpretive trail and display of WWII-era vehicles commemorating the Canadian Oil (CANOL) Project will be developed on the 1.6 ha historic reserve.
- The new trail will be approximately 300 m long and 2 m wide; approximately eight to ten display areas will be cleared along the trail for placement of individual vehicles and artefacts; and a central interpretive area with informational signage will be installed at the start of the trail.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

**Session Briefing Note**  
**Geographical Place Names****Recommended response:**

- The process to change geographical place names is laid out in Chapter 13 of the Umbrella Final Agreement, which established the Yukon Geographical Place Names Board.
- The Board's priority is reinstating traditional indigenous names and encouraging the removal of derogatory names.
- While the department plays a role in administration and program support, the considerations of recommendations are the authority of the Board, in consultation with First Nation governments.

**Additional response:**

- Several First Nations have submitted applications for renaming geographic features, which are first processed by the department and then reviewed by the Yukon Geographical Place Names Board.
- Any Yukoner can apply to name or rename geographical features such as lakes, rivers and mountains, in a way that reflects our diverse cultures, history and landscape.
- Occasionally submissions relate to removing derogatory or harmful names, which is part of a national and international movement.
- The department has identified 49 problematic place names that include derogatory language or are features named after people who carried out or supported racist or otherwise inappropriate acts.
- The department has been in contact with Yukon First Nations to encourage the submission of applications for the most concerning names.



**Session Briefing Note**  
**Geographical Place Names**

- The Yukon's representative on the Geographical Names Board of Canada works with representatives from other jurisdictions to establish a nationwide approach to addressing derogatory names.
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**Context—this may be an issue because:**

- Issues related to place names are periodically in the media.

**Background:**

- There is currently a backlog of around 300 submissions awaiting review and recommendations from the board. Yukon government currently does not have any requests before us to send to the board.
- The department's program lead for place names reviews geographic place name submissions and coordinates consultation with affected First Nations. The applications then go to the Yukon Geographical Place Names Board for review, which then makes recommendations to the Minister of T&C.
- The board meets at least three times per year to review applications and make recommendations to the Minister of Tourism and Culture.
- From time-to-time media reports have highlighted the fact that place names in Yukon contain derogatory words.
- Two such names within CAFN Traditional Territory were replaced with Ts'ach'än Dhäl and Ts'ach'än Chù. These names were proposed by CAFN and relate to traditional stories tied to the region.
- The replacement of these names from online sources is ongoing, with updates to the Yukon Gazetteer, GeoYukon Yukon Place Names layer and Canadian Geographic Names Database.

**Session Briefing Note**  
**Geographical Place Names**

- Further updates to official Government of Yukon mapping sources are continuing along with discussions with First Nations to consider remaining features with derogatory names.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

September 4, 2024  
[Date approved]

## Session Briefing Note

### Forty Mile Historic Site

Tourism and Culture

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#### 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 heavily 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.
- 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:

- Tourism and Culture has contracted ERA Architects Inc, to develop a conservation plan for the site, which includes community engagement and will provide a range of conservation treatment options to guide future work and use of the site.
- The final recommended conservation plan will be implemented over the next ten+ years and will uphold the intent of the TH Final Agreement, Statement of Significance and the Outstanding Universal Values and attributes of authenticity identified in the Tr'ondëk-Klondike World Heritage site.
- The priority is reinstating the work camp so that subsequent conservation work can occur at the site. A contract for lifting and leveling the work camp buildings is in place and will be completed by next spring.
- The site remains closed to the public due to safety concerns.

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

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

The public 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 riverbank 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 (TH) and included public engagement.
- The Department of Tourism and culture contracted ERA Architects to develop a conservation plan to guide post-flood conservation work at the site and which will factor in future floods and will provide recommendations for flood resiliency and climate change adaptations.
- A site visit with TH, YG and the consultant team was held in June 2024, followed by a public engagement BBQ at the Dänojà Zho Cultural Centre. The conservation plan is expected to be complete by February 2025.
- 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.
- In summer 2024, TH and YG prioritized work to complete brushing around the site, reopening of trails, and leveling work camp buildings.

**Session Briefing Note**

**Forty Mile Historic Site**

Tourism and Culture

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- Ch'édähdëk (Forty Mile) is one of eight components sites that make up the Tr'ondëk-Klondike World Heritage Site. The Advisory Committee will be required to report on the damage and subsequent work to conserve and repair the site will be required to report on the impacts to the integrity of the site.

**Approved by:**

Sierra van der Meer  
Deputy Minister, Tourism and Culture

October 22, 2024  
[Date approved]

### Recommended response:

- Yukoners continue to face challenges across the housing continuum, which include:
  - Homelessness and a lack of access to housing with services;
  - A lack of affordable rental supply; and
  - High house prices and mortgage rates.
- Exceptionally high building costs and high borrowing costs due to interest rates are creating significant challenges for both Yukon Housing Corporation and partners.
- The corporation's five-year strategic plan, Creating Home, will help transform affordable housing service delivery through the adoption of a more client-centred and collaborative approach that integrates support and leads to better outcomes for Yukoners.

### Additional response:

- Across governments, we are working with stakeholders to develop new land parcels, increase housing stock while also responding to the findings of the 2022 Office of the Auditor General Report on Housing.
- We continue to advance projects that provide new housing to meet Yukoners' needs.

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### Context:

- The combination of high rental costs, limited affordable housing options and difficulties in securing mortgages, continues to be a challenge for many Yukoners.

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### Background:

#### General housing information in the Yukon

#### Homelessness

- At least 197 people were experiencing homelessness in the 2023 Whitehorse Point-in-Time Count. This included: 58% men; 38 % female; 4% other.

#### Rental housing

- According to the Census 2021, within the renter population in Whitehorse:

- 22.7% of households live in unaffordable housing;<sup>1</sup>
- 17.9% live in unsuitable housing; and
- 10.5% live in inadequate housing.

### Rents and vacancy rate, Yukon (YBS)

	<a href="#">October 2022</a>	<a href="#">April 2023</a>	<a href="#">October 2023</a>	<a href="#">April 2024</a>
Median rent (all types)	\$1,300	\$1,325	\$1,350	\$1,420
Vacancy rate (all types)	1.9%	2.2%	1.8%	1.8%

### Housing construction

- Labour shortages contribute to higher construction costs and are leading to lower residential construction output.<sup>2</sup>

### Residential building construction, Yukon (YBS)

	<a href="#">January-June 2023</a>	<a href="#">January-June 2024</a>
# residential permits issued*	518	329 (-35% decrease)
\$ value of new permits*	\$59.4 million	\$47.6 million (-20% decrease)

\*In addition to new dwelling units, residential permits include renovations, garages, and additions. The totals do not include permits issued for plumbing or stoves.

### House prices

- Yukon Bureau of Statistics reports that there were 84 real estate transactions recorded in Whitehorse in the first quarter of 2024 – a decrease of 35 compared to the first quarter of 2023 (119).
- While average prices for single-detached homes in Q1-2024 had fallen relative to Q1-2022 and Q1-2023, condo prices for Q1-2024 had increased 13% since Q1-2023.

### Average House Prices, Whitehorse (YBS)

Residence type	Whitehorse Average House Prices		
	<a href="#">2023 Q1</a>	<a href="#">2024 Q1</a>	% Change
Single-detached house	\$635,000	\$629,500	-0.9%
Condominium	\$403,800	\$456,400	13.0%

<sup>1</sup> Housing costs are considered “unaffordable” when they exceed 30% of household income.

<sup>2</sup> Northern Housing Report, 2023

### Yukon Housing Corporation Approach to Address Housing Issues

#### Creating Home – YHC’s new strategic plan

- Creating Home draws on a recognized framework intended to re-design and transform health care delivery, called the Quadruple Aim, and adapts it to housing.
- This innovative approach to housing delivery will lead to better outcomes by:
  - Improving the client and provider experiences;
  - Strengthening community wellbeing; and
  - Contributing to a sustainable future.
- Creating Home represents a significant shift in how Yukon Housing Corporation operates and delivers housing services.

#### Capital builds recently completed by YHC or partners:

- Since 2022, 10 YHC-led projects have been completed, creating a total of 77 new residential units; and
- 8 major partnership projects have been completed through the Housing Initiatives Fund, creating over 276 new units.

#### YHC projects completed 2022-2024

YHC Project	Construction Start Date	Construction Completion Date	Number of Units
401 Jeckell Street, Whitehorse	May 2020	December 2022	47
RHI affordable triplex, Whitehorse	June 2021	June 2022	3
RHI affordable triplex, Watson Lake	June 2021	March 2022	3
RHI affordable triplex, Mayo	June 2021	March 2022	3
Accessible duplex, Mayo	July 2022	June 2023	2
Accessible duplex, Carmacks	August 2022	July 2023	2
RRDC staff trailer, Ross River	June 2023	December 2023	3
10-plex*, Old Crow (*Asset owned by HPW and managed by YHC)	Summer 2021	January 2024	10
Accessible duplex, Faro	Summer 2023	Spring 2024	2
Affordable duplex, Dawson City	August 2022	June 2024	2
<b>Total units completed (YHC projects):</b>			<b>77</b>



### Major partnership projects completed 2022-2024

Project (Lead)	Construction Completion Date	Number of Units
Bringing Citizens Home, Whitehorse (Champagne and Aishihik FN)	Summer 2022	20
Cornerstone multi-use building, Whitehorse (Opportunities Yukon)	July 2022	53
Normandy Living seniors supportive residence, Whitehorse (KBC)	December 2022	84
Boreal Commons apartments, Whitehorse (536754 Yukon Inc)	January 2023	87
Affordable modular housing, Mayo (Na-Cho Nyäk Dun FN)	March 2023	8
Jéje Zho 12-bed men's shelter, Dawson City (Tr'ondëk Hwëch'in FN)	July 2023	8
VGFN elders complex, Old Crow (Vuntut Gwitchin FN)	January 2024	9
VGFN mobile homes, Old Crow (Vuntut Gwitchin FN)	March 2024	7
<b>Total units completed (major partnerships):</b>		<b>276</b>

### Underway or upcoming housing capital projects for YHC and partners

#### YHC – Underway (113 units):

- 10-unit Supported Living Residence in Watson Lake
- 34-unit residential building with 8 accessible units in Dawson (former Korbo Apartments)
- 45-unit residential building, which includes 9 accessible units in Whitehorse (former Ryder Apartments)
- 6 staff units across three duplexes in Burwash Landing
- 18 two-bedroom units – purchase of 190 Olive May Way in Whitehorse

#### YHC – Upcoming (37+ units):

Community housing	Staff housing
<ul style="list-style-type: none"> <li>• 10 units in Mayo</li> <li>• 6-plex in Teslin</li> <li>• 6-plex in Carcross</li> <li>• 6-plex Haines Junction</li> <li>• Accessible triplex in Whitehorse</li> <li>• Accessible duplex in Ross River</li> </ul>	<ul style="list-style-type: none"> <li>• Accessible duplex in Destruction Bay</li> <li>• Accessible duplex in Pelly Crossing</li> </ul>

### Major partnership projects underway (299 units):

Project	Anticipated Start Date	Anticipated Completion Date	Number of Units
Safe at Home Society's permanent supportive housing project "The Hearth"	March 2024	Spring 2026	67
Safe at Home Society's temporary housing project at 408 Alexander	May 2024	October 2024	17
DDDC's affordable rental project "Winter Crossing"	Spring 2024	Spring 2026	105
Northern Community Land Trust Society's "Project 1096"	June 2024	December 2025	32
HIF-7 funding recipients	Spring 2024	Fall 2026	78
<b>Total units</b>			<b>299</b>

### Rent subsidy programs to make life more affordable for renters and seniors

- July 2023, the corporation acquired an additional 16 units for lease from Normandy, for a total of 26 units to lease to clients through its rent supplement program.
- Since 2020, the corporation has supported over 300 households pay rent through the Canada-Yukon Housing Benefit. As of September 2024, 170 clients are receiving monthly support.

### Support for homeowners

- March 8, the corporation announced the Canada-Yukon Housing Benefit Homeowner Stream for homeowners in severe core housing need<sup>3</sup> with annual household incomes under \$100,000:
  - Clients received a one-time payment of \$1,000.00 for Whitehorse homeowners and \$1,500.00 for homeowners living outside of Whitehorse.
- June 2023, the Yukon government launched an \$8.25 million flood recovery program for residents and businesses affected by flooding in the Klondike Valley.
- April 2023, Yukon Housing Corporation launched the expanded Yukon Home Ownership Program to provide qualified households with mortgages to build or buy their homes across the territory, including Whitehorse.
- The program was recently discontinued due to low uptake and the corporation is currently exploring alternative program options to support homeownership.

<sup>3</sup> Severe core housing need is spending 50% or more of a household's income on shelter costs.

- In 2020, Yukon Housing Corporation launched the revised Home Repair Program to support low to moderate-income Yukon homeowners to remain in their homes and age in place by providing funding to address mobility requirements, repairs or core housing needs.

Support for new residential land development	
September 2024	<p>As part of the Government of Yukon's ongoing commitment to increase land and housing availability and support business growth, new residential and industrial lots were released in partnership with municipalities and Yukon First Nations.</p> <ul style="list-style-type: none"> <li>○ seven residential lots in Haines Junction, Mayo and Watson Lake; and</li> <li>○ three industrial lots in Teslin and Haines Junction</li> </ul> <p>This was the sixth lot release this year and is a direct result of the Government of Yukon's historic investment in land development. Through the lotteries and tenders process, the Government of Yukon has released 685 lots across the territory since 2021 and is on track to release over 1,000 lots by 2026 (TAB #59).</p>
August 2024	<p>As part of its efforts to work in collaboration with municipalities and Yukon First Nations governments to address housing and business space needs across the territory, the Government of Yukon released 33 new residential lots across the Yukon.</p> <ul style="list-style-type: none"> <li>○ Twelve lots were made available in Carmacks and Faro</li> <li>○ 21 country residential lots were made available in the Lone Tree subdivision north of Teslin.</li> </ul>
June 2023	Government of Yukon partnered with the Government of Canada and the City of Dawson to develop four new residential lots in Dawson.
February 2023	120 lots, including single family, multi-family and townhouse lots in Whistle Bend made available through public lottery.
March 2023	Government of Yukon partnered with Liard First Nation on developing 43 new residential lots on Frances Avenue in Watson Lake.
March 2023	74 residential lots in Logan, Mayo and in Whitehorse's Whistle Bend made available through public lottery.
November 2022	Signed a loan agreement with Kwanlin Dün First Nation's arm's-length development corporation, Chu Níkwän Limited Partnership, for a new

	residential land development project at Copper Ridge West in Whitehorse, the first large-scale residential land development on settlement land in the Yukon. An amended loan agreement was signed August 2023 with Chu Níkwän for the same development.
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25-09-24  
**Date approved**

## **Session Briefing Note**

### **Our Clean Future Implementation**

Environment and Energy,  
Mines and Resources

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#### **Recommended response:**

- We recognize the urgency of the climate emergency and launched Our Clean Future in September 2020 to map our route forward.
- The Government of Yukon continues to make significant progress on implementing Our Clean Future.
- In 2023, we announced the addition of 42 new actions to help us reach our climate goals, which brings the total number of climate actions to 178.
- These new actions are a product of the important work of the Yukon Climate Leadership Council, the Yukon Youth Panel on Climate Change, Navius Research and the findings in the Climate Risk Assessment report.
- We continue to track our progress on goals, targets and actions. Information on our progress was most recently published in [November in the 2023 Our Clean Future Annual Report](#) and on the Our Clean Future website.
- Since releasing Our Clean Future in 2020, the Government of Yukon has completed [68](#) Our Clean Future actions, [105](#) are in progress or ongoing and [5](#) have not yet been started.

#### **Additional response:**

- As we continue to address climate change, it is important for us to look back on our progress as we diligently work towards our objectives.
- Under Our Clean Future, the government is focused on ensuring the Yukon is highly resilient to climate change impacts by 2030. ([See ENV BN #21](#))

**Session Briefing Note**  
**Our Clean Future**  
**Implementation**

Environment and Energy,  
Mines and Resources

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- This year, we:
  - Completed flood maps for the Southern Lakes region, [Teslin](#) and Carmacks. Flood hazard mapping for Old Crow and the City of Dawson and the Klondike Valley are expected to be completed in 2025. [A flood hazard mapping study for Mayo is also underway and will be completed in 2026.](#)
  - Worked with municipalities and First Nations governments to finalize the Community Wildfire Protection Plans in Faro, Haines Junction, Teslin, the [City of Dawson and Whitehorse](#). [Plans for Beaver Creek, Mayo, Old Crow, Watson Lake, Destruction Bay and Burwash Landing are underway.](#)
  - Advanced climate change preparedness by initiating development of a permafrost monitoring system for key public buildings, and guidelines to address climate hazards in major infrastructure projects.
  - Established a geohazard mapping program to understand risks from climate change to the Yukon's transportation corridors.
  - Completed flood risk mapping for all transportation corridors in the Yukon.
- We are committed to efforts to reduce greenhouse gas emissions and we support Yukoners in the transition to cleaner transportation options and energy efficient homes and buildings.
- This year, we:
  - Began providing rebates for medium-duty electric vehicles.
  - Passed an electric vehicle charging station regulation under the *Public Utilities Act* to allow First Nation governments, private

## **Session Briefing Note**

### **Our Clean Future Implementation**

Environment and Energy,  
Mines and Resources

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businesses and municipalities to sell electricity through electric vehicle charging stations.

- Installed electric vehicle chargers in every road-accessible community in the Yukon, enabling zero-emissions travel throughout the territory. 19 fast charging stations are now operational throughout the territory, [and one new Level 2 charger in Swift River. \(See EMR BN #30\)](#)
- Since 2020, we have provided rebates for 518 energy efficient new homes, exceeding our 2030 target of 500.

#### **Third response:**

- Existing actions put us on track to reduce the Yukon's emissions by 30 per cent by 2030. However, there is still significant work required to meet our target reduction of 45 per cent by 2030.
- [One of the major drivers of emissions is population – more people means more cars on the road and more homes to heat.](#)
- [However, as the population of the Yukon continues to grow, we aren't seeing the rate of emissions increase that we would expect.](#)
- [We are seeing lower emissions per Yukoner than we saw in 2010.](#)
- [This is a promising sign that the emissions intensity of everyday life for Yukoners may be starting to decrease.](#)
- We [passed](#) legislation to set a target of a 45 per cent reduction in mining sector emissions per unit of production by 2035.
- 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.

# Session Briefing Note

## Our Clean Future Implementation

Environment and Energy,  
Mines and Resources

- We will continue to find opportunities to reach our targets as we work with experts, stakeholders and partner governments across the territory and beyond.

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

- Climate change and the government's progress in delivering on Our Clean Future commitments is of interest to Yukoners.

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### Background:

- Our Clean Future was released on September 14, 2020, and now has 178 actions, of which 136 are original actions and 42 are new actions. These actions seek to reduce greenhouse gas emissions and support the Yukon to be highly resilient to the impacts of climate change by 2030.
- The Government of Yukon reports annually on progress for the implementation of Our Clean Future. Four Annual Reports have been published to date, with the latest report released on [November 12, 2024](#) (capturing [2023](#) data).
- The Our Clean Future website was launched in December 2023, which shows the government's commitments and successes towards fighting climate change.

### Approved by:

Dennis Berry

November 19, 2024

\_\_\_\_\_  
Deputy Minister, Environment

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

Paul Moore

November 13, 2024

\_\_\_\_\_  
Deputy Minister, Energy, Mines and Resources

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



**Session Briefing Note**  
**Supplementary Overview**  
**(Corporate Note)**

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**Recommended response:**

- The 2024-25 Supplementary Estimates No. 1 forecasts an overall gross increase of \$150.1 million in O&M spending, with an offsetting increase of \$20.7 million in recoveries. The net increase in new O&M spending is forecast at \$129.4 million.
- Capital spending for Supplementary Estimates No. 1 reflects a slight overall gross decrease of \$299,000 in spending and a \$4.2 million decrease in recoveries, resulting in a net increase in spending of \$3.9 million. These adjustments are mainly the result of updated cashflow forecasts for various projects.
- Revenues are projected to decrease by \$8.8 million, primarily due to a revenue forecast update from Canada which revised the projection for Corporate Income Tax downward by \$6.7 million as well as a reduction in royalty payments from Victoria Gold of \$2.5 million. This is partially offset by a \$350,000 increase for driver licenses due to recently increased fees.
- The Yukon government continues to maintain a surplus. As part of the 2024-25 Main Estimates, the Yukon government budgeted for a \$50 million contingency to address emergency pressures. \$50 million of the contingency has been applied towards the pressures identified in the Supplementary Estimates No. 1.
- The use of the contingency fund allows the government to present a revised surplus of \$75.4 million as part of these Supplementary Estimates. Changes in the Supplementary Estimates result in a revised year-end net debt of \$530.4 million

**Session Briefing Note**  
**Supplementary Overview**  
**(Corporate Note)**

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**Additional response:**

- The Supplementary Estimates reflect an O&M increase mainly for:
  - \$50 million for payments to the Receiver for environmental protection work at the Eagle Gold Mine;
  - \$34 million for pressures in Insured Health reflecting support for the wellbeing of Yukoners;
  - \$21 million for wildland firefighting costs in response to the significant fire season experienced in the territory and which helped ensure the safety of Yukoners; and
  - \$10 million for various Yukon Hospital Corporation funding requirements including the added O&M costs of converting ten beds at the Thompson Centre for Acute Care use.
- For the Supplementary Estimates, updates to the 2024-25 Capital Plan have resulted in a decreased allocation of \$299,000. Notable changes include:
  - \$1.9 million towards the completion of the Mental Wellness Unit at Whitehorse General Hospital;
  - \$1.9 million for long-term and acute care bed optimization at Whistle Bend Place and Whitehorse General Hospital;
  - Decrease of \$3.2 million due to cash flow revisions for the construction of the school in Burwash Landing;
  - Decrease of \$600 thousand for the creation of new campsites aligning costs with the revised project timeline.

## Session Briefing Note

### Supplementary Overview (Corporate Note)

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- There is an increase of 46.6 in FTEs (Full Time Equivalents) for Supplementary Estimates No. 1. These are primarily to hire new long-term care staff in support of additional care beds at Whistle Bend Place, for the Aging with Dignity initiative and new FTEs for schools including teachers, clerical and custodial staff.
- There is also an increase in FTEs related to a transfer in the Capital Planning Office from Highways and Public Works capital budget to Finance in the O&M budget.

#### **Corporate approach to fiscal sustainability:**

- We continue to work to ensure that government spending is allocated in a way that meets key priorities and long-term goals.
- To meet these priorities, departments continue to follow established processes to ensure that funding is distributed efficiently and effectively across public services and programs.
- This means regular financial scrutiny is applied to decision-making and that new requests for funding are approved in a financially sustainable way, while continuing to provide the services that Yukoners expect.
- This coordinated approach to funding ensures that government can respond to new and evolving challenges, while managing resources responsibly.

**Session Briefing Note**  
**Supplementary Overview**  
**(Corporate Note)**

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

- The 2024-25 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 unforeseen spending 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:**

Jessica Schultz

September 19, 2024

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Deputy Minister, Finance

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Date 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 the Yukon.
- Our government is deeply committed to advancing reconciliation through collaboration and partnership with Indigenous governments and groups.
- We continue to share our progress toward addressing the Truth and Reconciliation Commission's Calls to Action, most recently through a progress report and Pathways magazine both released in Fall 2023.
- The magazine and report provided an update on the actions being taken across the Yukon government and in collaboration with First Nation governments and groups in areas including child welfare, health, education and justice.

#### Additional response:

- The Government of Yukon and Yukon First Nation governments are leaders in demonstrating a collaborative approach to reconciliation.
- While there is still work to do, targeted investments are resulting in meaningful change and creating better programs and services for all Yukoners.
- We will continue our collaborative work to implement and report on the Calls to Action, including through work on the 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's) Calls to Action.
- The 2023 Confidence and Supply Agreement includes a commitment to working with Yukon First Nations to continue to implement the recommendations of the Truth and Reconciliation Commission through targeted investments.

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

Executive Council  
Office

#### Background:

- The TRC report *Honouring the Truth, Reconciling for the Future* was released in 2015 and contains 94 Calls to Action on redressing the harms resulting from Residential Schools and creating better relations between the federal, provincial and territorial governments and Indigenous Peoples. There are 32 Calls to Action that relate directly to YG.
- The Government of Yukon and Yukon First Nations (YFNs) 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.
- The Government of Yukon 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
  - receiving input from YFNs on Health and Social Services programming through the Mental Health Advisory Committee (relates to Call 19).

#### Approved by:

**Justin Ferbey**

**2024 08 20**

Deputy Minister, Executive Council Office

Date

Prepared for Premier Ranj Pillai  
Executive Council Office

Date prepared: August 5, 2024  
Last Updated: October 2, 2024

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## Session Briefing Note

### Inflation and Affordability (Corporate Note)

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#### Recommended response:

- Inflation has continued to improve in recent months, but Yukon households continue to see their budgets stretched by elevated prices, with lower-income households often feeling the worst effects.
- The Government of Yukon continues to monitor inflation and its impact on Yukoners, so that we can take steps to ease the burden.
- As inflationary pressures continue to lessen, efforts to make life more affordable for Yukoners and to help industry are shifting from short-term assistance to measures with the potential to provide longer-term benefits, such as actions to improve home affordability.

#### Additional response:

- The Main Estimates for this year has continued to build on existing supports for Yukoners by making sure they can access essential services at prices they can afford.
- Budget 2024-25 included investments to advance affordable housing projects across the territory. From the Housing First Project in Watson Lake to the recently awarded replacement of the Ryder Apartments in Whitehorse, the Yukon government is taking action to build more affordable homes for Yukoners, especially those in vulnerable situations.

## Session Briefing Note

### Inflation and Affordability (Corporate Note)

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- There is also over \$42 million in continued funding for early learning and childcare. This includes funding for the universal childcare program, which has reduced childcare fees to less than \$10 per day, on average.
- We are also making life more affordable and leading the nation with our Yukon-wide dental program, which has \$5.4 million in continued funding for 2024-25.
- To make sure that more people have the option of staying home when they are sick, the Temporary Paid Sick Leave was extended.
- We also extended the Interim Electrical Rebate, which provides welcome relief from power bills to Yukoners across the territory.
- In addition to items included in the 2024-25 Main Estimates, additional initiatives in many departments are continuing to assist Yukoners with the cost of living.
- The Department of Community Services, for example, is developing a program that will see free transit passes provided to non-governmental organizations, vulnerable populations and youth.
- The Department of Health and Social Services will also provide additional funding of \$777,000 for Safe at Home to provide temporary supportive housing at 408 Alexander Street.



## Session Briefing Note

### Inflation and Affordability (Corporate Note)

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- These are just a few examples of the many programs and initiatives that continue to support Yukoners.

#### Third response

- The Government of Yukon has also remained responsive to higher inflation in recent years through its various grants and subsidies, which are indexed to inflation. These include:
  - Subsidies for medical travel
  - The Yukon Child Benefit
  - Social Assistance Payments
  - Student Financial Assistance
  - Seniors' benefits
  - The Pioneer Utility grant
  - The Comprehensive Municipal Grant Regulation
  - Residential rent caps
- The Yukon's minimum wage is also responsive to price changes, as its annual change is tied to inflation in the previous year.
- After growing 6.8 per cent in 2023, the minimum wage increased a further 4.9 per cent to \$17.59 per hour on April 1, 2024.
- The Yukon's minimum wage is the second highest wage in Canada, behind only Nunavut's minimum wage of \$19.00 per hour.

## Session Briefing Note

### Inflation and Affordability (Corporate Note)

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- These increases also contribute towards the strong earnings growth we continue to see in the territory, where average weekly earnings grew 6.1 per cent over the first half of 2024. This is the strongest growth in the country.

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

- Inflation has fallen from historical highs, but Yukoners are still dealing with higher prices for a variety of goods and services following a lengthy period of elevated inflation.
- The moderation of inflationary pressures that began to take hold late last year has continued into 2024. Growth in the Whitehorse Consumer Price Index (CPI) has been much lower in every month in 2024, and inflation in recent months has been near or below the historic average of 2 per cent.

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#### Background:

##### Inflation – Recent performance and outlook

- Following ten increases in the overnight rate since March 2022, the Bank of Canada has made three 25 basis point cuts in 2024, with the overnight rate dropping from 5.0 per cent to 4.25 per cent. Expectations of further rate cuts this year and in 2025, could further reduce pressure on shelter prices as mortgage rates decline.

## Session Briefing Note

### Inflation and Affordability (Corporate Note)

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- Both locally and nationally, price pressures have lessened, and inflation continues to trend towards historic norms. The current outlook for the Whitehorse CPI reflects expectations of a return to 'normal' levels of inflation, with the inflation forecast of 2 per cent in 2024, much improved from 4.9 per cent in 2023 and 6.8 per cent in 2022. Beyond 2024, annual inflation is expected to remain at 2 per cent over the remainder of the five-year forecast.

#### PROGRAMS AND OTHER MEASURES THAT SUPPORT AFFORDABILITY

Five-Year Capital Plan projects supporting housing affordability (Yukon Housing Corporation)

- The **Old Crow 10-Plex Mixed-Use Housing** facility is complete and opened in April 2024.
- Construction of the **10-plex Housing First Project in Watson Lake** began in the summer of 2023. It is scheduled to be completed in the fall 2024.
- Construction of the **Faro and Dawson Duplex** projects started in summer 2023 and is now complete.
- Groundwork began at the old **Ryder Apartments in Whitehorse** in September 2024 and we are aiming for completion in spring 2026. When completed, the new complex is anticipated to deliver over 45 new units.

Universal Child Care Program (Education)

- Universal child care is available to all Yukon families using licensed child care spaces. The universal child care program has reduced fees to less than \$10 per day, on average, for families across the Yukon.

## Session Briefing Note

### Inflation and Affordability (Corporate Note)

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#### Dental Care program (Health and Social Services)

- The Yukon's Dental Program was launched in 2023 and provides \$1,300 per year in dental benefits to Yukoners without dental coverage. The program will cover dental treatments necessary to relieve pain and infection, prevent disease, treat cavities, and restore chewing and social function. It will also offer full coverage for preventive care, such as routine dental cleaning.

#### Paid sick leave program (Economic Development)

- On April 1, 2023, the Department of Economic Development launched the Paid Sick Leave Rebate. The program runs 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 includes all illnesses (and injuries not covered by any other Act, benefit, or program). The program is available to employees regardless of whether their employer offers paid sick leave, though employees must use all paid sick leave available to them through their employer before they are eligible for the Paid Sick Leave Rebate. The program is still in effect and will run until March 31, 2025.

#### Yukon Child Benefit (Health and Social Services and Finance)

- The Yukon Child Benefit provides monthly payments to modest and low-income households who have children under 18. The maximum benefit per child is now tied to inflation, effective the 2023–24 benefit year.

# **Session Briefing Note**

## **Inflation and Affordability**

### **(Corporate Note)**

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#### Yukon Seniors' Income Supplement (Health and Social Services)

- The Yukon Seniors' Income Supplement provides a monthly income supplement for eligible Yukoner senior's receiving Old Age Security (OAS) and the Guaranteed Income Supplement (GIS) from the federal government. This amount is adjusted for inflation in October, each year.

#### Inflation Relief Rebate and Interim Electrical Rebate (Yukon Development Corporation)

- The Inflation Relief Rebate, a \$50 rebate that was automatically applied to electrical customers' bills, was a temporary measure to address inflation. The Inflation Relief Rebate was most recently applied to all ATCO Electric Yukon and Yukon Energy bills for November and December 2023 and January 2024.
- The Interim Electrical Rebate continues to provide residential electrical customers with a maximum rebate of \$22.62 per month based on the electricity they consume, up to 1,000 kilowatt hours (up to \$271.44 per year). This affordability measure will continue until March 2025.

#### Social Assistance Review (Health and Social Services)

- Health and Social Services is undertaking a review of the Yukon's Social Assistance rates to inform options to improve the delivery of the program and ensure it is meeting the needs of program clients.
- While the review is underway, the department is providing a \$100 monthly increase to eligible Social Assistance recipients.

#### Out of Home Childcare Increases (Health and Social Services)

- To offset inflationary cost of living increases and provide sufficient financial resources to meet the needs of children placed in their care, Health and Social Services provided an ongoing 10 per cent increase to monthly payments to caregivers of children in out of home care in 2023-24, on top of the annual indexed increase.

## Session Briefing Note

### Inflation and Affordability (Corporate Note)

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- Combined, this amounted to a 16.46 per cent rate increase for community and extended family caregivers. The new rates are as follows:
  - o Whitehorse: \$46.86 per day
  - o Rural Communities: \$50.16 per day
  - o Old Crow: \$86.40 per day
- Rates are indexed annually to the Whitehorse Consumer Price Index, with an increase of 2.4% scheduled to take effect in October 2024.

#### Supportive Housing (Health and Social Services)

- \$777,000 for Safe at Home will go towards establishing temporary supportive housing at 408 Alexander Street.

#### Canada-Yukon Housing Benefit Rental Subsidy (Yukon Housing Corporation)

- The Canada-Yukon Housing Benefit offers a rental subsidy for low-to-moderate income renters.

#### Comprehensive Municipal Grant (Community Services)

- The Comprehensive Municipal Grant is how the Government of Yukon directly funds municipal governments. This core funding supplements municipal resources and pays for vital services, like the provision of fresh drinking water, the collection of solid waste and recycling, recreation programming and other services as required under the Municipal Act and other legislation.
- The high inflation seen in 2022 (6.8 per cent) increased the grant payments provided in April 2024. This resulted in a \$2.3 million increase for Yukon municipalities with overall contributions of over \$24.5 million for the 2024-25 fiscal year.

**Session Briefing Note**  
**Inflation and Affordability**  
**(Corporate Note)**

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Energy retrofits and funding to improve efficiency and offset costs (Energy, Mines and Resources)

- Energy efficiency rebate 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.
- Between January 1, 2018, and June 30, 2024, 286 high-performance retrofits to residential, commercial and institutional buildings have been completed across the territory.
- Innovative programs like the Better Buildings Program that offer up-front funding, combined with our Good Energy rebates, make energy retrofits more accessible and affordable for Yukoners.

**Approved by:**

Jessica Schultz

September 25, 2024

\_\_\_\_\_  
Deputy Minister  
Department of Finance

\_\_\_\_\_  
Date Approved

**Session Briefing Note****Carbon Pricing  
(Corporate Note)**Environment & Finance

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**Recommended response:**

- Since its introduction in 2019, the Government of Yukon has been supportive of carbon pricing as a policy to help us reduce emissions and move toward our ambitious climate targets.
- We take a balanced approach to carbon pricing in the territory, one which considers the need to reduce emissions as well as the fair return of carbon pricing revenues to Yukoners.
- The Yukon's carbon rebate is revenue neutral. We are committed to both reducing carbon emissions in the territory and to returning all the federal government's revenues to Yukoners.
- Returning proceeds to individuals, municipal governments, Yukon First Nations, businesses, and mining operations is a critical part of our approach to carbon pricing in the Yukon.
- We are returning 100 per cent of the federal carbon levy to these five rebate groups who receive more, on average, than they pay in carbon pricing levies.

**Additional response:**

- The departments of Environment and Finance work together to coordinate with our federal counterparts to assess the implications of carbon pricing in the territory and to ensure the needs of the territory are recognized in national policy.



**Session Briefing Note****Carbon Pricing  
(Corporate Note)**Environment & Finance

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- This includes retaining control over how revenues are distributed back to Yukon individuals, municipal governments, Yukon First Nations and businesses.
- It also includes excluding the carbon price from electricity generation and aviation, in recognition of the unique constraints of our northern jurisdiction.

**Third response:**

- Carbon pricing is just one tool in our toolkit to address the climate emergency.
- We continue to implement Our Clean Future to reduce the Yukon's greenhouse gas emissions and, more broadly, to reduce the impact of the carbon levy on Yukoners.
- In December of last year, we announced 42 new actions under Our Clean Future as part of the third Our Clean Future annual report outlining the progress we have made on the strategy.
- Although we have made progress on many of our commitments, there is still significant work required to meet our target of reducing our emissions by 45 per cent by 2030.
- Ensuring that we utilize every policy lever at our disposal, including carbon pricing, is essential to meet our goals.
- Together, we are finding solutions to reduce our emissions while strengthening our economy and supporting our industry partners.

## Session Briefing Note

### Carbon Pricing (Corporate Note)

Environment & Finance

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

- Carbon pricing remains a highly sensitive topic across the country with many provinces and territories voicing their own perspective on how they would like to see this pricing mechanism handled moving forward.
  - In October 2023, the federal government announced a temporary 3-year exemption for home-heating oil from the federal carbon price, with the intention of helping Atlantic Canada in particular.
  - While Atlantic Canada welcomed this change, the exemption has received considerable backlash. Most provincial governments (except for British Columbia) have called for extending the carbon price exemption to all home-heating fuels (including natural gas).
  - Critics also argued that the exemption undermines the credibility of the carbon tax and may weaken the incentives to switch to lower carbon heating options.
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#### Background:

- The federal Draft Regulations Amending the Fuel Charge Regulations stipulate that all heating oil will be exempt from the fuel charge starting November 8, 2023, until April 2027.
- This means that light fuel oil consumption in all buildings, including residential, commercial, and institutional, will be exempt from the fuel charge.
- Nearly half (49.2% in 2022) of Yukon homes use oil-based heating.
- In Yukon, individuals, businesses, placer/quartz mining operations, Yukon First Nations governments and municipal governments are all eligible for a rebate for carbon pricing.

## **Session Briefing Note**

### **Carbon Pricing (Corporate Note)**

Environment & Finance

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- Individuals who live outside of Whitehorse receive a remote supplement, which was recently increased from 10 to 20% (and is now in line with the federal remote supplement for backstop jurisdictions including Alberta, Manitoba, Ontario, and Saskatchewan).

**Approved by:**

Shehnaz Ali

September 10, 2024

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A/Deputy Minister of Environment

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

Jessica Schultz

September 10, 2024

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Deputy Minister of Finance

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Date approved

## Eagle Gold Mine - Impacts

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ECO-FIN-EMR

### Recommended response:

- The Government of Yukon recognizes the seriousness of the heap leach failure that occurred at the Eagle Gold mine on June 24 and is treating the response as a government priority that reflects the urgency of the situation.
- Our priorities are to ensure the health and wellbeing of Yukoners and to protect the environment.
- An Independent Review Board has been established to investigate the heap leach failure that occurred at the Eagle Gold mine. Three highly qualified experts are on the Independent Review Board. The objective of the investigation is to determine the causes of the heap leach facility failure.
- We are committed to working with the First Nation of Nacho Nyak Dun to develop remediation strategies for the failure. A joint team of technical experts hired by the Government of Yukon and the First Nation meet on a regular basis to inform our actions.
- For the most up to date information on the situation at Eagle Gold Mine and actions we are taking, you can visit [Yukon.ca/victoria-gold-updates](https://Yukon.ca/victoria-gold-updates).

### Additional responses:

- On August 14, 2024, PricewaterhouseCoopers Inc. was appointed by the court as Receiver of the assets and property of Victoria Gold Corp.

## Eagle Gold Mine - Impacts

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ECO-FIN-EMR

The Receiver is responsible for overseeing remediation of the heap leach failure and its environmental impacts, including compliance with territorial and federal orders.

- The Government of Yukon is committed to a thorough accounting of events leading up to the failure and the development of recommendations so that a similar event does not happen again in the Yukon.
- Once the causes of the failure are determined by the Independent Review Board, this information will inform the most appropriate subsequent steps and potential investigations, including consideration of a public inquiry.
- As of September 4, 2024, there are 27 liens against Victoria Gold worth over \$58.7 million.

### *Environmental and health impacts:*

- The Department of Health and Social Services is monitoring impacts on human health. This includes ongoing review of any technical information and water sampling results, as well as situational reports, as they become available. Results from surface water samples taken show that the regulated drinking water system serving the area continues to meet the guidelines for drinking water quality.
- Water is sampled both at the site and downstream of Victoria Gold's Eagle Gold Mine. Water samples are collected regularly at select sites to monitor water quality. The results of the testing will let us know the

## **Eagle Gold Mine - Impacts**

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ECO-FIN-EMR

impacts and inform next steps.

- Technical experts from the Government of Yukon, the First Nation of Nacho Nyak Dun and the federal Department of Fisheries and Oceans are working closely together to monitor the fish and wildlife in the surrounding areas of the Eagle Gold Mine.

### *Economic and labour market impacts:*

- Operations ceased at Eagle Gold Mine after the heap leach failure occurred. This situation has changed the outlook for mineral production in the Yukon and resulted in a notable downward revision in the medium-term outlook for the Yukon's real Gross Domestic Product (GDP). The 2024-25 Interim Fiscal and Economic Update released in early October includes the latest forecasts for real GDP.
- At the close of 2023, Victoria Gold had 471 direct hires and another 134 on contract.
- Of the more than 600 employed, the company reported that about 34 per cent were local, amounting to approximately 200 local workers. This represents about 0.8 per cent of the territorial labour force.
- Any possible negative impacts on the labour market are expected to be short-lived, as many displaced workers are likely to be reabsorbed into what is currently a tight labour market. The Yukon's unemployment rate is about half the national figure and the local job vacancy rate has been among the highest in the country throughout

## Eagle Gold Mine - Impacts

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ECO-FIN-EMR

2024.

- Monitoring of labour market data, such as the number of unemployed and the number of Employment Insurance claimants, for potential impacts of the mine closure is ongoing.
- As the Eagle Gold situation continues to unfold, we should have a better understanding if there may be longer-term impacts for the local economy.

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

- The June 24, 2024 heap leach failure at the Eagle Gold Mine affects the environmental and socio-economic wellbeing of Yukoners – from an environmental and business perspective.

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### Background:

- On June 24, 2024, a failure occurred at the heap leach facility of the Eagle Gold Mine operated by Victoria Gold Corporation.
- On July 30, 2024, the Premier provided remarks to the Council of Yukon First Nations' General Assembly on a variety of topics including mining and the incident at Eagle Gold Mine
- On August 5, 2024, the Premier provided a statement on mining activity in the Traditional Territory of First Nation of Nacho Nyak Dun.
- On August 14, 2024, the Government of Yukon with First Nation of Nacho Nyak Dun, submitted an application for receivership of Eagle Gold Mine.
- On August 16, 2024, the receivership was granted. It was appointed to PricewaterhouseCoopers. Implementing a receiver is an established process under federal bankruptcy legislation. Decision making and responsibility has

## Eagle Gold Mine - Impacts

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ECO-FIN-EMR

shifted from Victoria Gold to PricewaterhouseCoopers, with direction from the Yukon government.

- As of September 20, 2024, the Government of Yukon has done 10 technical briefings to continue to keep Yukoners informed with up-to-date information.
- The Yukon.ca website is updated on a regular basis along with weekly information bulletins to inform the public on the Victoria Gold heap leach failure's current situation.

**Approved by:**

**Justin Ferbey**

**October 9, 2024**

Deputy Minister, Executive Council Office

[Date approved]

**Lauren Haney**

**October 9, 2024**

Deputy Minister, Energy, Mines and Resources

[Date approved]

**Jessica Schultz**

**October 9, 2024**

Deputy Minister, Finance

[Date approved]