



FOR RELEASE
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Training workshop helps Yukon communities define their strengths

WHITEHORSE—A two-day workshop on placemaking starts today for Yukon municipal officials, First Nation leaders and Government of Yukon staff, hosted by the Community Services and Economic Development departments.

Placemaking is an approach to community planning that uses a community's existing benefits to attract residents, visitors and businesses. The workshop will focus on defining the qualities of a community that make it a unique place, which can help develop and manage sustainable economic development.

Dr. Katherine Loflin, an expert in the placemaking field, is in Whitehorse to present the workshop. Loflin has worked extensively with Canadian municipalities to help them use their human, natural, cultural and structural assets for the benefit of both residents and external interests such as the tourism and natural resource sectors.

"The Government of Yukon is pleased to be hosting this workshop which will be of great interest to municipal and First Nation leaders and officials looking to define and make the most of the unique features in their communities," Community Services Minister Elaine Taylor said. "Highlighting community assets can help engage citizens, retain and attract workers, and build healthy and sustainable communities."

The workshop will assist communities as they carry out promotions and determine how best to manage community development.

Loflin was the keynote speaker at the 2012 Federation of Canadian Municipalities Sustainability Conference in Ottawa. She has worked both nationally and internationally advising community leaders and helping them find innovative economic development opportunities using the principles of placemaking.

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