



## Management Plan Direction



### Overview

The management plan for Klondike NHS is intended to be a flexible and enabling document; one that fosters an entrepreneurial and community based focus as fundamental priorities. The plan will set broad direction in the key strategies and site managers will implement initiatives and actions that achieve the objectives of the key strategies. The fundamental principles of the 10 year management plan will be:

- Fulfillment of Parks Canada's mandate, corporate plan objectives and cultural resource management policy direction. Following this direction our first priority will be towards resources of national historic significance;
- The proactive involvement of the community in providing input towards site strategies, where community is defined in both geographic (local, regional, and national), as well as stakeholders representing specific issues and interests; and
- Seeking collaborative arrangements with external parties to advance mutual objectives.



A management plan sets the framework for site priorities over the next ten years. Parks Canada has drafted 3 key strategies with corresponding objectives and targets that will be refined based on First Nations and public input. The top three priorities proposed for this plan are:

- To engage and inspire Canadians as well as our international audience, in the stories of KNHS through innovative visitor programs on site, and through effective outreach and promotion initiatives;
- Seek innovative approaches to the long-term sustainable protection of KNHS assets including adaptive re-use of heritage buildings; and
- Work with the broader community, to provide the best possible care for the heritage resources of national significance; including both built heritage, as well as the more traditional movable artefacts and other cultural materials.

At the outset of plan implementation a Site Advisory Committee comprised of key stakeholders of the greater Yukon community will be established, engaging the community in the protection and presentation of Klondike NHS.

The following draft vision, key strategies and objectives have been developed with input from First Nations, stakeholders and partners. Together, they form the proposed site management direction for the next ten years. The proposed targets provide details on how the objectives will be measured (i.e., when an objective is achieved). The targets will be refined based on feedback from the consultation process.





## Draft Vision

Gold has shaped societies and defined world economies. It is the commodity behind one of the world's most famous and transformative events – the discovery of gold in the Klondike and the ensuing gold rush of 1898.

Your visit to Dawson City and to Parks Canada's five national historic sites in the Klondike is your passport to personally experience and understand this internationally significant event.

The Klondike Gold Rush is far more than just a moment in time. The Tr'ondëk Hwëch'in connection to this area stretches back beyond memory. Used to flourishing in the face of extreme circumstances – including extreme weather and food scarcity, the Tr'ondëk Hwëch'in adapted to the rapidly changing social and economic dynamics of the Gold Rush. The First Nation still shares their traditional territory with newcomers and remains stewards of the land. In Dawson City, and throughout the Klondike, this heritage lives right in front of you. Modern placer mining is everywhere. Although the industry has evolved, it still relies on the same principles and techniques to extract gold, evident in the goldfields surrounding Dawson City today.

Dawson City, remotely located at 64° north, is a heritage destination like no other. The entire community, of which Parks Canada is a part, works together to celebrate its heritage through the authentic structures, the vintage boardwalks, the powerful landscapes, and through the lives and stories of the people you meet on the street.

The human stories are stirring and emotional. The Dawson experience is unique in the world. Your visit to this most authentic setting will remain with you for a lifetime.

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## Key Strategy 1: The Klondike Unites, Welcoming Canada and the World

This strategy aims to reach Canadians and the world; building site awareness and increasing visitation, and revenue, through innovative visitor programs and messages. Increased exposure for the Klondike National Historic Sites in Parks Canada's international marketing will raise awareness of Dawson City and surrounding areas as tourism destinations for high quality cultural and natural experiences.

### Objectives:

- In collaboration with a broad cross section of stakeholders, Parks Canada supports the Tr'ondëk- Klondike nomination for a World Heritage Site.
- Collaboration with the Tr'ondëk Hwëch'in Government identifies, promotes and supports employment and economic opportunities for their citizens, and advances and promotes the stories of both Parks Canada and Tr'ondëk Hwëch'in.
- Strategic marketing, collaborative partnerships, improved non-personal visitor experience and public outreach activities leads to increased total visitation.
- Dawson City is a dynamic learning environment that captures the imagination of our guests with high quality visitor experiences designed for a changing marketplace.
- New technologies provide virtual tourists and urban Canadians with increased accessibility to Klondike stories, themes and artefacts.
- Collaboration with Yukon Government and with Industry leads to effective national marketing and promotion of Dawson City as a destination.



### Targets:

- Parks Canada will continue to respect and support the *Tr'ondëk Hwëch'in Final Agreement* through collaboration on mutual interests.
- Increase the number of international visitors based on 2015 baseline.
- Klondike NHS will effectively promote the telling of our stories in regional and national media. Total annual visitation in KNHS will increase.
- The percentage of Canadians who understand and appreciate the significance of the Klondike National Historic Sites has increased.
- Klondike NHS webpage usage continues to increase over the management plan period.
- Increase repeat visitation by Yukoners over the next 5 years.





## Key Strategy 2 : Prospecting for Opportunities

Taking measures to find sustainable solutions for the stewardship of Klondike realty holdings, this strategy will involve stakeholders and partners in occupying, sharing and caring for historic structures. This will lead to new opportunities for visitors to explore and discover the Klondike National Historic Sites.

### Objectives:

- A high quality, iconic experience centered at the Palace Grand Theatre is developed.
- A Klondike National Historic Sites strategy is established to identify partnering opportunities for alternate use / adaptive reuse of buildings, and reduction of operating costs.
- Parks Canada will consider private sector and/or community based proposals for increasing access and utilization of Bear Creek compound including tourism and heritage programming opportunities.
- Assets and programs are enhanced, and operating/maintenance costs of heritage buildings reduced through partnerships and/or leasing opportunities.
- Revenue continues to grow through increased visitation and program initiatives, asset rental, occupancy and leasing.

### Targets:

- The Palace Grand Theatre offers iconic live performances.
- The use of historic structures by others continues to increase.
- A “Building Use and Occupancy Strategy” is developed and implemented.





## Key Strategy 3 : Step Into Our Community and Into History

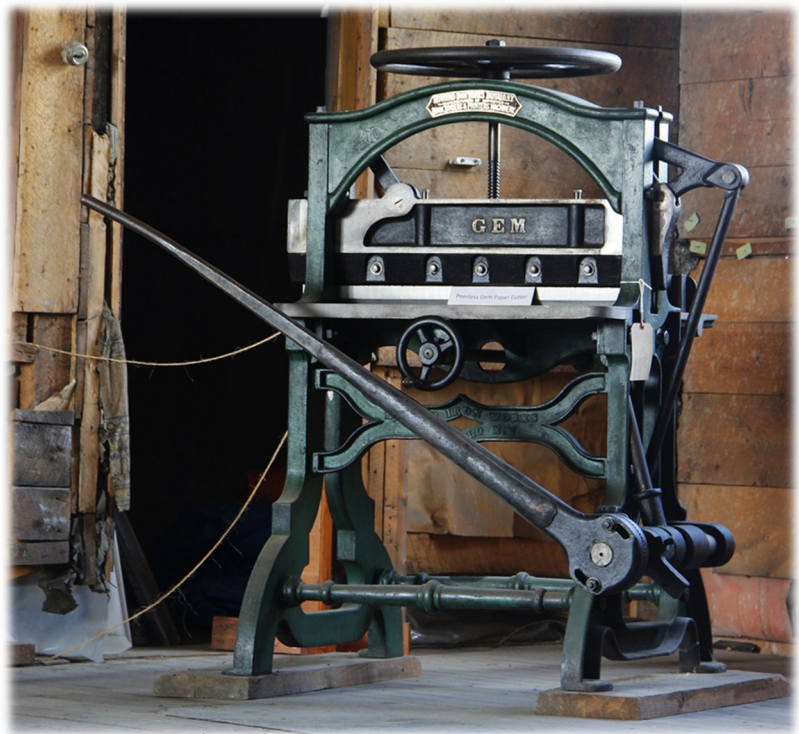
The primary focus of this strategy is to evaluate the Klondike's extensive collection of movable artefacts, and to develop a plan for future use of the collection in collaboration with Parks Canada's cultural heritage experts and the Yukon heritage community.

### Objectives:

- The site's extensive collection of artefacts is evaluated to determine those components of the collection that best represent the site's commemorative themes and contribute to visitor experience opportunities.
- The heritage and local community of Dawson are engaged in the stewardship of Klondike cultural resources.

### Targets:

- Commemorative integrity rating is improved.



Check regularly for updates and details on the planning program at [www.pc.gc.ca/klondike](http://www.pc.gc.ca/klondike), under the Site Management section.

You may also share your ideas, comments or pose questions through mail or email at: [PC.PlanKlondike-PlanKlondike.PC@pc.gc.ca](mailto:PC.PlanKlondike-PlanKlondike.PC@pc.gc.ca)

