

Klondike Development Organization

Second Partnership Forum

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Work to Date

- Household Survey
- Housing Demand Survey
- Housing Strategy (Ownership Focus)
- Business Survey

Household Survey

Sample:

- 133 households, 333 people, 17.6% of population
- Age 34.2, Klondike years 16.6, 88% year-round
- 89% from outside Klondike

Mobility:

- 20% expect to leave in 5 years, 41% unsure
 - 33% elsewhere in Yukon
 - 64% elsewhere in Canada
- Average annual time in Klondike decreased by 3 days

Population Drivers

Why to come to the Klondike:

- Quality of life 70%
- Employment 60%
- Recreation 25%

Why to leave the Klondike:

- Employment 56%
- Cost of Living 48%
- Recreation 44%



Population Drivers

Typical residents move to the Klondike when they are young for employment or older for the quality of life. Given the locale, secure employment is understandably a strong factor for both. Over time, the range of employment opportunities and the high cost of living begin to create doubt but quality of life is still good. Irrespective of age, quality of life is eventually reduced sufficiently that a decision to leave is made. The young remain in the Yukon for its quality of life while older groups choose elsewhere in Canada for improved employment opportunities and the reduced cost of living.

Household Spending

- 14.3% spent outside Klondike or \$9,422 per household
- Destination:
 - Whitehorse 45%
 - Outside Yukon 32%
 - Online 23%
- 82% search out Klondike businesses
- Outside spending driven by:
 - Local availability 91%
 - Price 79%
 - Selection 64%
- 87% prepared to pay more locally, average 10.4%
- Average food price differential now **21.3%** (previous 10.6%)
- Outside spending (ex-travel) lead by:
 - Groceries 26%, \$1972 per household, total \$1.5 million
 - Clothing 14%, \$1036 per household, total \$0.8 million

Community Assets and Needs

- Top assets of community:
 - People 14%
 - Sense of community 11%
 - Wilderness location 10%
 - Art and Culture 7%
 - Safety 7%
- Changes to improve the area:
 - Housing 24%
 - Recreation 18%
 - Transportation 7%
 - Year-round businesses 7%
 - Reduced cost of living 6%
- Ability to attract more year-round residents:
 - Housing 37%
 - Recreation 26%

Housing Demand Survey

Sample:

- 87 households, 204 people, 10.8% of population
- Age 35.3, mean income \$58,633

Rent:

- | | | | |
|---------|-----------|--------------|------------|
| • 0-bed | \$664/psn | \$664 total | 16% afford |
| • 1-bed | \$808/psn | \$808 total | 23% afford |
| • 2-bed | \$530/psn | \$1060 total | 27% afford |
| • 3-bed | \$334/psn | \$1002 total | 19% afford |
- 55% renters, 67% homeowners 'satisfied'
 - 78% of renters (29) wanted to own a home
 - 46% of homeowners (23) wanted to change

Housing Demand Survey

Barriers to home ownership:

- Availability 40.3%
 - Land 24.2%
 - Houses 16.1%
- Affordability 40.3%
 - Income 12.9%
 - Houses 11.3%
 - Land 8.1%
- Regulatory 11.3%
- Quality 8.1%



Housing Demand Survey

Demand profile:

- 50% New-build willing
- 33% would consider a multi-unit building
- Average size 1172 ft² , half under 1000 ft²
- 2.4 bedrooms, 1.5 bathrooms
- 66% full-service, 25% well and septic
- Country residential and downtown evenly split
- Location order:
 - Downtown
 - Klondike Valley (in City)
 - Dome
 - Klondike valley (ex-City)
 - West Dawson/Sunnydale
- 38% Strata title possible
- 42% Co-operative possible

Housing Demand Survey

Financial:

- \$199,574 average home price expectation
- \$36,827 average property price expectation
- Town lots \$26,389
- Country residential \$9,686 per acre
- Mean income \$58,633, price to income ratio 3.4
- Renters pay \$176,579 home price for 1126 ft²
- Owners pay \$231,522 for 1369 ft²
- Low income (\$20-\$35,000) pay \$105,833 for 857 ft²

Steps Forward from Households

2011-12

- Adopt and implement KDO Housing Strategy
- Facilitate a Partnership Forum themed on the potential of the Klondike clothing industry.
- Liaise with City of Dawson on recreation
- Liaise with CKS on 2011 Dawson Community Food and Market Expansion Strategy
- Publish list of potential venture opportunities

2012-13

- Conduct a comprehensive Klondike clothing demand survey
- Develop and implement a Klondike regional business-to-consumer e-commerce platform
- Develop and implement a consumer education series on the destination of spending dollars

2013-14

- Develop community marketing strategy to attract residents

2014-15

- Implement community marketing strategy to attract residents

Steps Forward on Housing

INFORMATION AND EDUCATION

- Online housing information portal www.klondikedevelopment.com
- Annual spring Klondike Housing Information Fair
- Facilitate housing-related skills courses

DEVELOPMENT FACILITATION

- Market housing opportunities to investors, developers, contractors, tradespeople
- Undertake feasibility studies on home ownership projects:
 - Large-scale North End condominium development (low-income co-op)
 - Imported modular housing
 - 'Pocket' housing
 - Minimal service seasonal housing

RECOMMENDATIONS TO CITY OF DAWSON

Steps Forward on Housing

Feasibility Research

Affordable Home Ownership Development

Access CMHC Seed Funding Program

Demonstrate leadership in the key housing sector by FACILITATING the reduction of risk of a potential affordable Downtown condominium/ townhouse development of up to 20 units (or less).

Leadership could include any of the following:

- Preliminary design of the housing project
- Evaluation of demand for the proposed project
- Exploration of funding sources or options
- Preliminary financial viability analysis
- Evaluation of procurement options