

# Envisioning Future Community Economic Development

9<sup>th</sup> Quarterly Partnership Forum



A partnership of the City of Dawson, Klondike Visitors Association,  
Dawson City Chamber of Commerce, Klondike Institute of  
Art & Culture, and Chief Isaac Inc.

# Introductions





# Partnership Forums

- o Report progress on mandates, programs and projects of each player
- o Build collaborative partnerships and effective working relationships
- o Develop coordinated recommendations for additional measures
- o Further discussion between stakeholders of matters of mutual interest

# REDP Background

- o March 2012: A final draft regional economic development plan (REDP) for the Tr'ondëk Hwëch'in Traditional Territory was completed, pursuant to Chapter 22 of the Tr'ondëk Hwëch'in Final Agreement.
- o This REDP now has approval (subject to formalities) of TH, Yukon, and Canada.



# Community Based Strategies

## Primary

- Labour Market Development
- Revitalization of Dawson Downtown Core
- Enterprise Facilitation
- Local Procurement Strategy
- Klondike UNESCO World Heritage Site
- Tourism Brand & KVA Website
- First Nation Heritage Tourism
- Palace Grand Theatre Show
- Art Market
- Housing

## Secondary

- Local Employment in Mining Industry
- Regionalized Land Development Process
- Import Substitution
- Major Project Regulatory Reviews
- Energy Services
- Parks Canada Partnerships
- Shared-Use Studio and Living Space
- Agriculture Development
- Agri-Tourism

# Project Updates

- o Full-time, locally based Business Advisor
- o Tr'ondëk Hwëch'in Heritage Tourism - Business Support
- o Klondike World Heritage Site Feasibility Assessment & Strategic Plan
- o Dawson Region Marketing Plan
- o New KVA Website
- o Palace Grand Theatre - Pilot & feasibility
- o Art and Culture Market - Pilot Season
- o Local Procurement Strategy and Promotion
- o Regional Labour Market Development
- o Downtown Core Revitalization Plan
- o Housing





# Locally-Based Business Advisor & Cultural Tourism Business Support

Tr'ondëk Hwëch'in

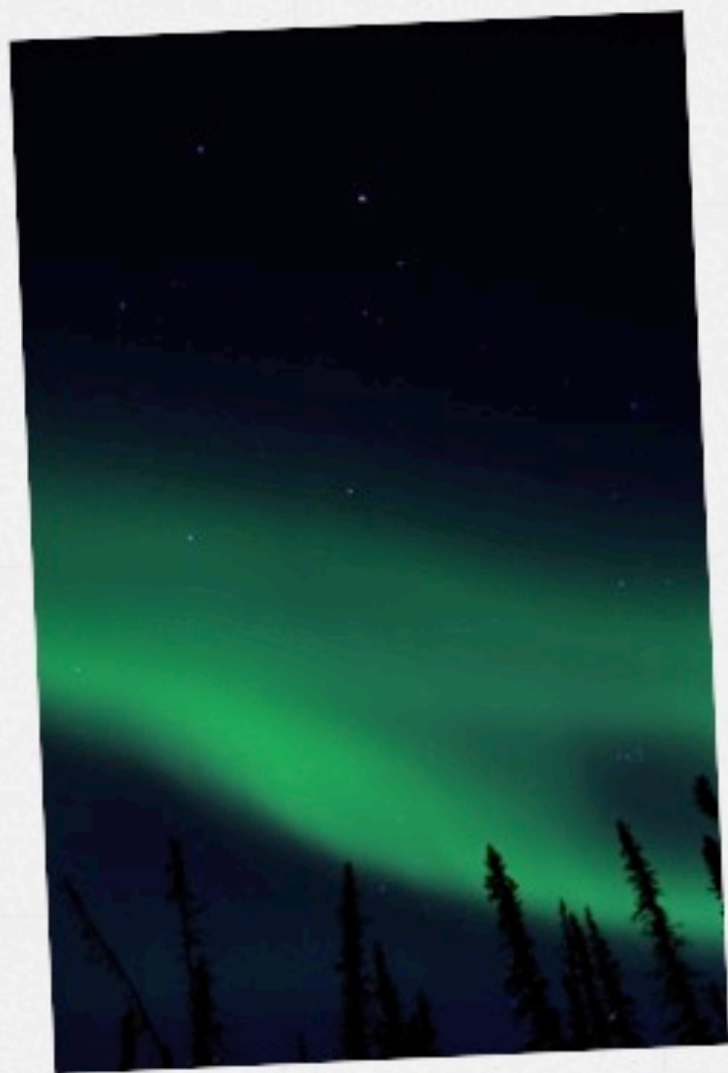
# Klondike UNESCO World Heritage Site

Feasibility Assessment &  
Strategic Plan

Tr'ondëk Hwëch'in







# Dawson Region Marketing Plan

+

Revision of  
[www.dawsoncity.ca](http://www.dawsoncity.ca)  
website

Klondike Visitors Association



# Palace Grand Theatre

Feasibility research &  
Pilot Project

Klondike Institute of Art &  
Culture



# Art Market Pilot Project

Klondike Institute of Art &  
Culture





# Local Procurement

Klondike Development  
Organization



# Labour Market Development

Klondike Development  
Organization





# Downtown Revitalization Planning

City of Dawson





# KDO Housing Project



A not-for-profit rental  
housing complex

## Business Development

- *For profit*
- *Focused on one business at a time*
- *Goal is to help businesses grow*

## Economic Development

- *Not-for-profit*
- *Focused on the big picture: all of the industries, businesses, and community residents*
- *Goal is to benefit the entire community*



## Community Economic Development

*“CED is an approach that recognizes that economic, environmental and social challenges are interdependent, complex and ever-changing.”*

*Canadian CED Network*

## Simple Definition

*“**Economic Development** is the creation of economic wealth for the **benefit** of a nation's, region's, or community's inhabitants.”*

## Why **Community-Based** Economic Development?

Greatest potential for local job creation and investment comes from people already living in the community who have a vested interest in its future



# Why **Community-Based** Economic Development?

## Goals of REDP:

- Sustainable population growth
- A diverse economic base
- Local benefits from major development projects
- Available and affordable housing
- Year-round business and employment base
- Quality infrastructure
- Sustainable, well-paying jobs
- Attractive Quality of Life

## Investing in People, Place and Business

- *People*: creating more employment and retaining or attracting residents
- *Place*: making physical and infrastructure improvements

- *Business*: helping entrepreneurs and enterprises grow and prosper, as well as create more employment and diversification





# Strengths Weaknesses Opportunities Threats

- What's new?
- What's old?
- What's changed?



# Idea Generation & Sharing



- Suggested projects?
- Emerging themes?

(or, the "strategic thinking" part.)



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# Break





# Project Details

- o Fleshing out potential projects:
  - o Objectives
  - o Methods
  - o Partners
  - o Etc.



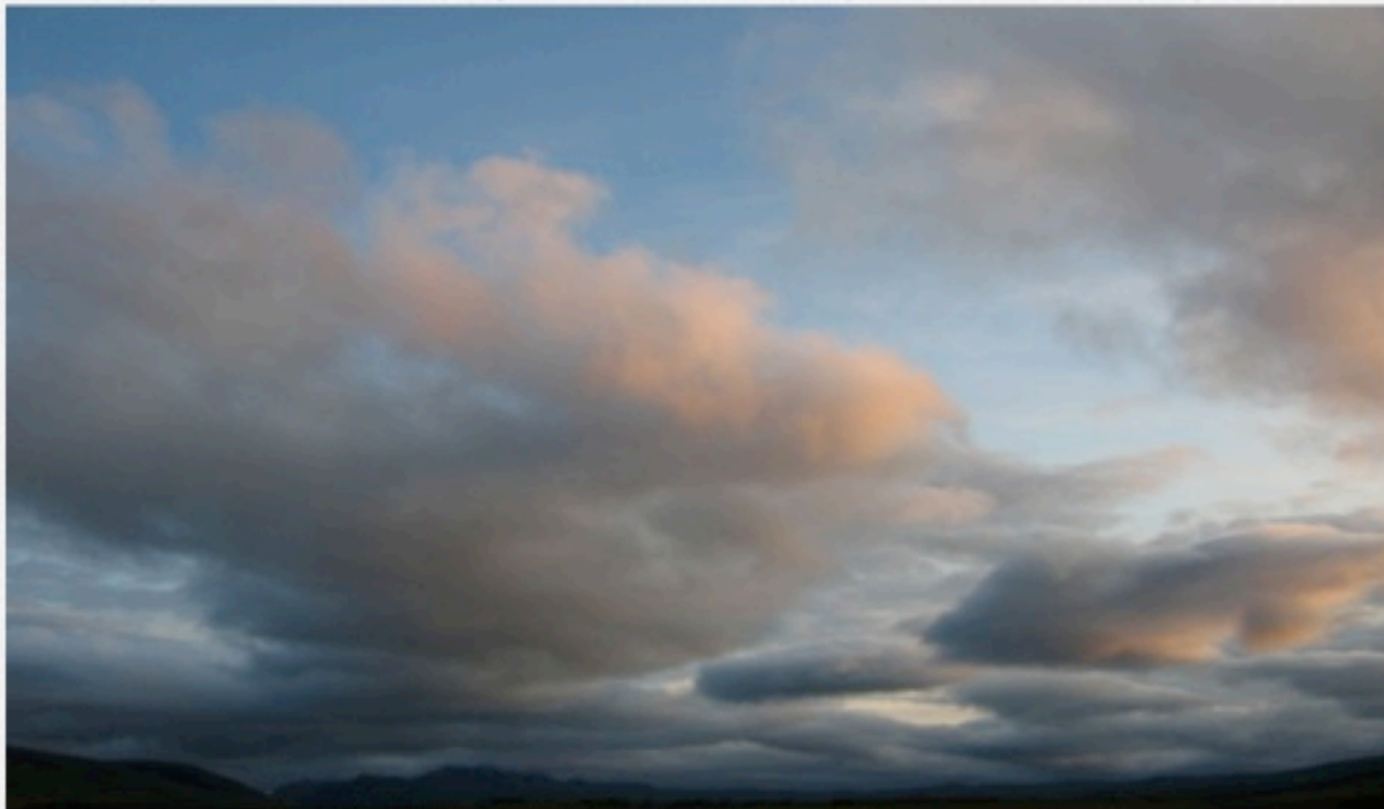
# Feedback & Further Refining

- Positive & constructive input
- Vehicles for carrying ideas forward into projects





# Actions for Follow-Up



# Adjournment

THANKS everyone for taking time to  
participate today!