REGIONAL ECONOMIC DEVELOPMENT FUND

CONTRIBUTION AGREEMENT REDF-164

Local Procurement

Final Project Activity Report

Period Ending March 31, 2013

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1 Summary

1.1 Background

The Regional Economic Development Plan for the Traditional Territory of the Tr'ondëk Hwëch'in was produced over the winter of 2011-12 with the final draft composed in March of 2012. At the time, the region was experiencing a 'boom' in the mineral exploration sector, while at the same time a large number of significant capital construction projects were taking place within the community of Dawson City. The pace of this economic activity was unknown in recent times.

These heightened activity levels in construction and the mineral industry sparked discussions about maximizing local procurement in order to take best advantage of these new economic opportunities at a community–wide level. If exploration and development of regional mineral and energy resources and other significant projects were to continue to draw investor interest, then involving locally based businesses in offering services that support these large-scale projects would increase employment and diversify the business base. It could also attract more investment in regional operational bases, such as field offices, if a competitive benefit could be demonstrated.

Nevertheless, communication between the larger regional business operators, especially in the mineral exploration sector, and the community was perceived as limited. Regional awareness of opportunities, and the capacity to take advantage of them, was seen as low and in need of building.

1.2 Objectives

Development of a strategy for a scheme of short-term local procurement activities and the implementation of the priority activities, were included in the final draft regional economic development plan and the initial work plan of community-based projects.

Klondike Development Organization agreed to lead the work in collaboration with Tr'ondëk Hwëch'in, large exploration companies, other major regional operators, the Chamber of Commerce, Chief Isaac Incorporated and other local private sector businesses, to coherently marshal resources and capacity to pro-actively support:

• Facilitating maximization of secondary benefits from major industrial developments
• Increasing local awareness of and participation in major industrial developments
• Successful business arrangements that provide community economic impacts
• Strengthening local business skills and abilities to deal with major operators/projects
• Enterprise expansion, entrepreneurial development and creation of new enterprises

1.3   Summer 2013 Situational Update – Activity Levels

Since the summer of 2012, spiking activity levels had once again tapered off to more 'normal' levels in both the construction and mineral exploration sectors. Many of the opportunities had decreased significantly by the summer of 2013.

1.3.1   Major Construction

For the construction industry, Dawson City had now completed the two major capital projects that were creating high labour and supplies demands in 2009-12. The only new large construction project anticipated in the near future is the replacement of Alexander McDonald Lodge. As this was still in the design stage, and could be a modular building, the details of the local procurement opportunities were unknown.

1.3.2   Resource Exploration

There is no regular public up-to-date statistical or other reporting of activity levels in the regional mineral exploration sector. In order to validate the general perceptions about the exploration sector, KDO undertook an assessment of the activity levels that were anticipated in the industry for the 2013 season.

Although some information could be gleaned from the press releases and mandatory financial reporting of the mostly public companies involved in the region, a cross-section of regional mining, exploration and industry service companies were consulted directly by telephone interview in the spring of 2013. It was found that:

- Overall activity levels in mining and exploration would be down significantly in 2013 as compared with 2012 and 2011
- The majority of companies still holding claims/properties in the region would significantly scale back exploration activities in 2013
- Most companies continuing to do exploration work on their regional properties had Dawson-area crews between 1/3 and 1/10th of what they were in 2011/12.
- Many companies had ceased their exploration work in the Territory
- Some companies had terminated options to acquire regional properties
- Most mining and exploration support services (such as soil samplers, labs and expeditors) were expecting to work in 2013, but at levels significantly below 2011/12.

Some exceptions to the above did exist. These companies were moving ahead with their projects and developing their properties:

- Kaminak Gold Corporation (quartz gold exploration)
- Northern Cross Yukon (natural gas exploration)
- Klondike Gold (placer mine in production and other gold claims in exploration)

1.3.3   Mine Development

Despite the 2013 fall-off in the exploration sector, two near-term significant mine development projects in the region and its periphery still looked poised to advance at the start of 2013. However, by early summer, both had been placed on hold:

1) Americas Bullion Royalty Corporation (formerly Golden Predator) – Brewery Creek

YESAB determined that its assessment of the project must be at the Executive Committee level, causing an extended delay to the timetable. The company announced legal conflicts with a primary financier that may be alleging default on its terms. The Dawson office has closed and no activity other than care and maintenance is expected in the short-term. The future of this mine development was highly uncertain.

2) Victoria Gold Corporation – Eagle Gold

Major construction was delayed until at least 2014 as devalued share prices had impacted the ability to raise the necessary equity financing:

> *"We are disappointed equity markets are unsupportive to begin construction this season. However, Eagle is a rare shovel-ready project and the ore body does not go away. We will continue to de-risk and enhance the overall project to facilitate a quick and efficient site mobilization in 2014." noted John McConnell, President & CEO.*

1.3.4   Mine Operation

1) Yukon Zinc Corporation – Wolverine

In June 2013, announced a reduction in production by 40 percent and workforce by 30 percent to reduce costs in an uncertain economic environment and a sharp decline in zinc and silver metal prices.

2) Alexco Resources Corporation - Bellekeno

In July 2013, announced preparation for a suspension of activities at the Bellenko gold mine (Keno) for the winter of 2013/14 and was not anticipating re-opening until silver prices increase. Particular note was made of the high costs of using imported labour from outside Yukon and the need to change this business model at lower silver prices.

1.3.5   Reasons for Reduced Activity

Companies surveyed cited several reasons for the reduction of exploration and/or operations in the area. The primary one is that the prices for precious metals such as gold have dropped:
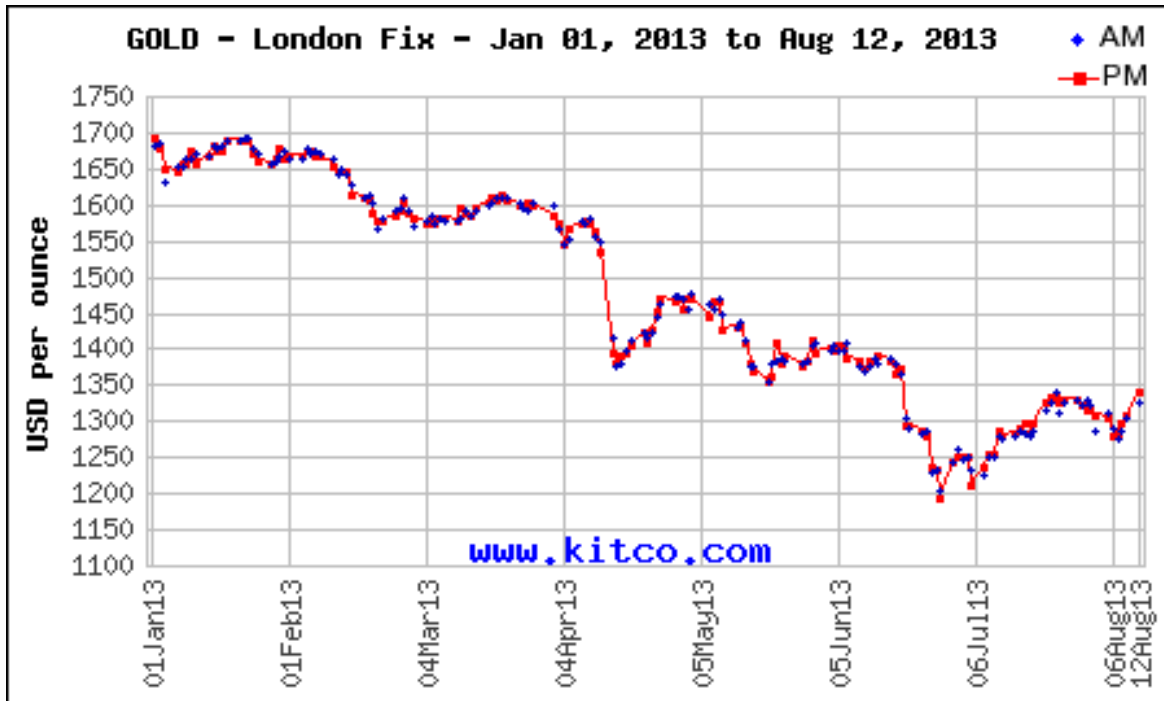
The stock prices of companies engaged in gold mining/exploration in the region have collapsed across the board, as speculative interest has waned with the decrease in metals prices and disappointing results from weaker properties and a greater appreciation of the area's business challenges. New accounting methods of all-in sustaining costs for new gold mines suggest few would be feasible at current prices and Yukon is generally recognized as an expensive region in which to operate. It is now extremely challenging for companies to raise further exploration or development money. The chart below shows the fall in Kaminak Gold Corporation, the regional exploration bellwether.

1.3.6   Regional Challenges to Doing Business

In discussions with mining exploration companies, the following challenges to doing business in the region were identified:

• Short field-work seasons with long wait times in between (long winters/short summers)
• High costs of transportation in remote locations (both air and ground - particularly for smaller crews)
• Difficulty and high cost of accessing properties (lack of road infrastructure)
• Limited banking services

Overall, companies indicated that local businesses were actually able to provide a lot of the services and supplies they needed although selection and/or pricing was sometimes a consideration. Most companies expressed a desire to work with the local community, First Nations and regional businesses as much as possible.

Some local businesses that provide services that support mining and exploration had demonstrated strong market savvy and adaptability to the changing demands of the industry by broadening their service base, exporting services outside of the Territory, and employing new technologies to keep themselves current, active, and competitive.

1.4   Conclusions – Changing Approaches

By summer 2013, the reality was that there were very few large exploration companies and other major regional operators in a position to engage in most of the potential activities originally envisioned under these objectives. Most would yield little to no economic benefit and were not immediately justifiable in terms of return on investment.

A rethink of our strategic approach to local procurement growth was required

So, based on the highly unpredictable and cyclical activity levels within the originally targeted industries, it was determined that this local procurement work must have broader aims, rather than short-term industry-specific ones. The focus of the work scheme therefore shifted to speak to local procurement and economic opportunity-readiness in a more generic, less industry-specific way.

For example, the anticipated program of community events, industry engagement activities, open houses and the like was deferred in favour of longer-term legacy projects such as a mining industry business directory. Similarly, with the exploration industry no longer active in the area and able and willing to travel to the region to meet with KDO and other stakeholders, this was reversed and a KDO representative traveled out to a key industry event. Further details are included in the following sections.

2 Strategic Approaches

2.1   Retained Short-Term Activities

Notwithstanding the changed circumstances and emphasis of approach, a number of short-term local procurement activities that showed promise in the initial strategic work scheme development research process. These would still be prioritized for next steps of execution over the initial 2013-14 phase, including, but not limited to:

- Development of a new Klondike mining website with a searchable business directory, news and industry resources, to promote the region as a mining-ready centre with a wide array of products and services relevant to mining and exploration.
- Enhancement and expansion of the existing searchable online business directory at City of Dawson. This could include specific sub-directories targeted at the known needs of resource exploration and larger companies, so the 'feel' of the directories are appropriate to the user.
- Development of directory marketing plans and subsequent promotion of these business directories both to the general public and to the remaining larger resource companies and their subcontractors.
- Facilitation of an internet capacity development 'Dawson Business on the Web' week to expand the footprint of regional business and commercial offerings, goods and services on the internet. Initial research showed that less than half of regional businesses have a website and this is especially prevalent in the retail sector.
- Organization of targeted entrepreneur awareness and other events to promote opportunities to deliver local tourism products and experiences to clients of major tourism operator Westmark Hotel/Holland America.
- Advocacy for the inclusion of details of local business directories and available goods and services with major public sector procurement and tender documents
- Coordination and facilitation of project specific events tied to major public sector and other construction projects (such as the replacement Alexander McDonald Seniors Lodge project) that promote private sector partnerships between major general contracts and local businesses before contract awards are made.
- Facilitation of 'Innovate and Demonstrate' events and publications in which regional businesses can promote and demonstrate new products and services to the community and public and other sector buyers
- Development of a collaborative multi-agency plan and schedule to ensure regional representation at all significant key industry and economic development conferences and other events in order to maximize community knowledge gathering, network building and local business promotion.

2.2   Future Initiatives

A good many initiatives of merit were deferred for the future. The primary reason was simply the positioning of local organizations and businesses and, in many cases, the will of the relevant government agencies and personnel to collaborate and participate. Partners cannot be expected to always be equally well structured and mandated to play the needed roles at the time they are needed.

- Evaluation of the business case and feasibility of developing local collaborative online marketplaces to enable affordable e-commerce solutions and accessible marketing opportunities for small businesses.
- Investigation of provision of support to enable effective implementation of the various regional Impact/Benefit, Exploration Cooperation, Oil and Gas Community Benefit and other legislation and agreements that can be leveraged. Examples include the Tr'ondëk Hwëch'in agreements with Kaminak Gold and Golden Predator (Americas Bullion Royalty Company) and the Government of Yukon agreement with Northern Cross.
- Research, knowledge building of where purchasing decisions actually lie within major corporate structures given significant use of subcontractors.
- Planning and delivery of a Yukon-wide awareness campaign of the goods and services available in the region.
- Facilitation of a limited number of targeted engagement meetings between the few remaining resource exploration companies and the business sector/community leaders (e.g. Kaminak, Northern Cross) to build awareness of project progress and future opportunities
- Consideration of the development of a website specifically dedicated to maximizing local involvement in and benefits from large projects in the region through matching of needs and offers, possibly modeled on 'Major Projects Campbell River'.
- Delivery of a series of basic business finance learning tools, as both online guides and short in-person workshops on matters such as contract finance, bonding, bid deposits, insurance and the like that are critical to participation in major projects. An expansion of this initiative would include the safety certifications such as Certificate of Recognition.

Many of the initiatives require significant financial and human resources, whether beyond the immediate capacity of KDO, or not yet justified in terms of return on investment. Many more targeted community meetings and open house had originally been anticipated in the 2013-14 year, but in the absence of a core of interest from exploration companies and major project proponents, these were no longer viable and could not proceed in this timeline.

3 Activities Completed

3.1   New Promotional Website

A new website, www.dawsonmining.com was developed and populated to present the region as mining-ready centre, and to promote the wide array of products and services relevant to the industry and available in the region.
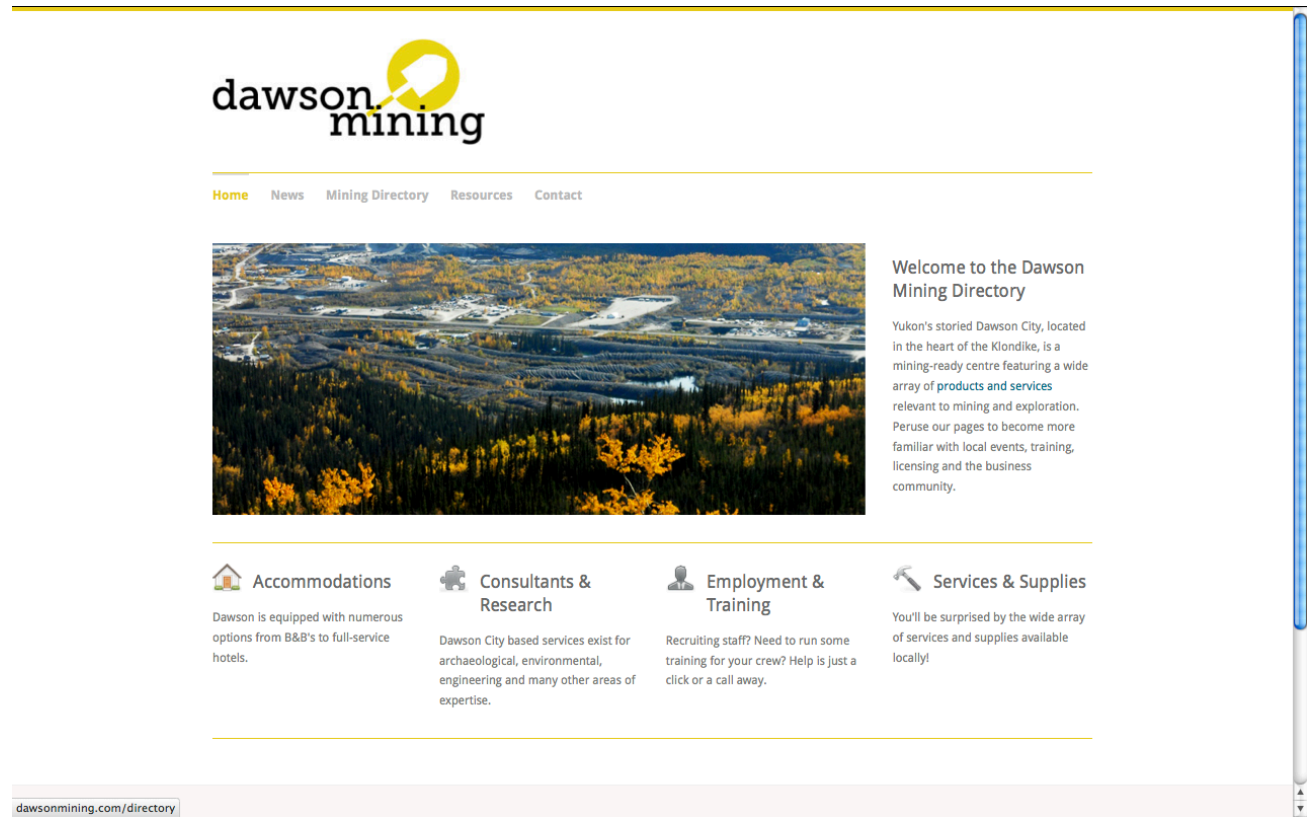
The site features news, links to resources for regulatory agencies, employment, training and educational opportunities, local organizations and a keyword searchable business directory for goods and services.

Over 150 regional businesses are featured in the directory, with company descriptions, contact details and links to websites where applicable. The directory is segmented into a number of sub-directories by product or service type. The directory is free to both the user and the listing company. It will be maintained by KDO for the near future although the Dawson City Chamber of Commerce is considering undertaking long-term management.

A manual for the maintenance was also produced. This has been attached to this report as appendix 5.
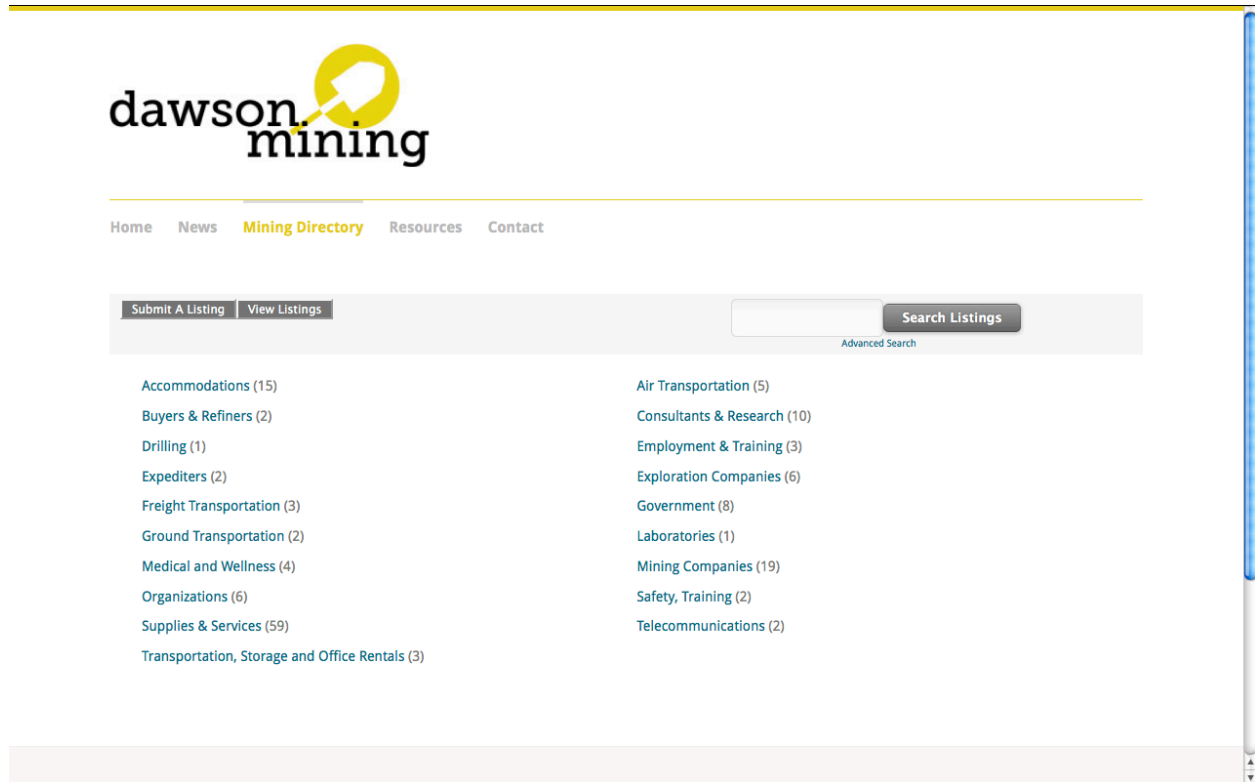
A marketing plan was developed for the site and phase one was executed in March 2013. The plan is attached as appendix 1, with the press release and other marketing materials attached as appendices 2-4.

As a direct result of the first phase of Facebook advertising (Yukon-focused scope), a total of 263 site visits were recorded within the first month, with 215 unique visitors. The full overview of analytics can be found on the next page.

Google Analytics

Audience Overview

Mar 8, 2014 - Apr 7, 2014

All Visits
100.00%

Overview

● Visits

Visits	Unique Visitors	Pageviews
263	215	1,312

Pages / Visit	Avg. Visit Duration	Bounce Rate
4.99	00:02:40	32.70%
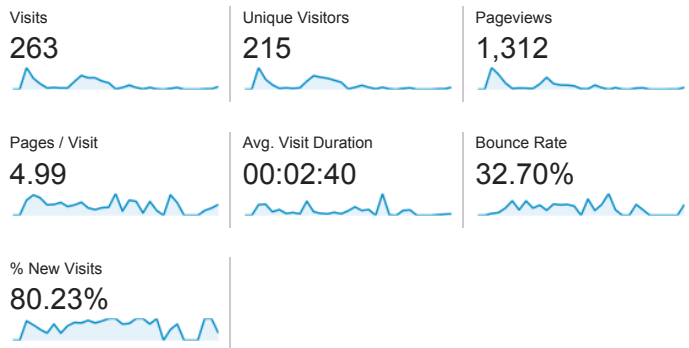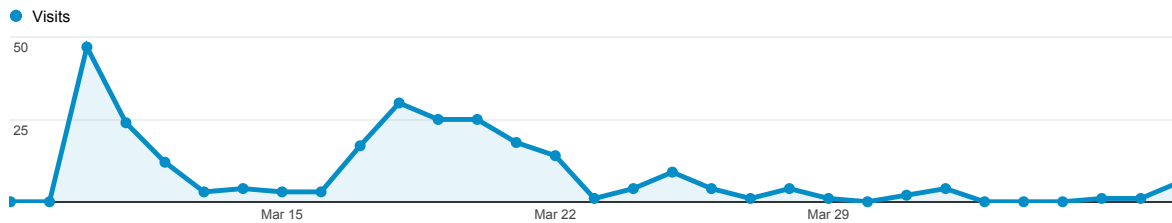
% New Visits
80.23%

■ New Visitor ■ Returning Visitor

19.8%
80.2%
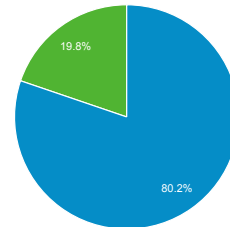
Language	Visits	% Visits	
1. en-us	222		84.41%
2. en-ca	24		9.13%
3. en-gb	13		4.94%
4. en	3		1.14%
5. en_us	1		0.38%

3.2   Geoscience Forum

A KDO representative traveled to attend the Yukon Geoscience Forum in Whitehorse over four days from November 16-19, 2013. This included attendance at the Yukon Investment Forum on November 16. The representative heard presentations from, and met with, the major players in the regional exploration sector and both mine developers and operators. These included:

- Victoria Gold Corporation
- Kaminak Gold Corporation
- Alexco Resource Corporation
- Western Copper and Gold Corporation
- Wellgreen Platinum Limited
- Capstone Mining Corporation
- Northern Freegold Resources
- Banyan Gold Corporation

Presentations and speeches from politicians and government officials were heard. The trade show allowed for a wide range of networking opportunities and discussions with a number of industry service businesses with experience of expanding operations into the Dawson region over the recent boom years. These discussions were enlightening with regard to challenges that must be overcome for such companies to return and invest in the area to create more local benefits. These were primarily concerned with labour market issues and included:

- Transportation challenges (distance between workers and industrial areas).
- Labour force skills.
- Access to housing.

Principal learning on the sector status from attendance at the forum was that:

- Investment capital was in short supply and the nearby recent producer (Alexco) and near producer (Victoria) were unlikely to proceed in the short-term in the absence of changed market conditions or significantly higher metals prices.
- Kaminak Gold is likely to be primarily supplied by southern transportation routes out of Whitehorse and Carmacks rather than through Dawson City.
- Labour market and skills shortages greatly inhibit business development viability.
- Immediate significant local procurement opportunities are likely to be limited.

KDO met with a total of 18 private sector companies at the forum. On return to Dawson City, a presentation of learning was made to a general meeting of the Dawson City Chamber of Commerce membership. Forum presentation and other materials were distributed. A total of 10 local businesses were informed through this event.

3.3   Existing Directories

KDO provided advice and guidance to City of Dawson in continuing to optimize its existing business directory. The directory is driven by business license applications and from this time default will be for all businesses to be included unless they specifically request not to be.

KDO ran a marketing campaign for the City of Dawson directory. A total of 242 page views were recorded with 197 unique views over three weeks. This compared to a normal use over such a period of 30-40 views. Full analytics below.
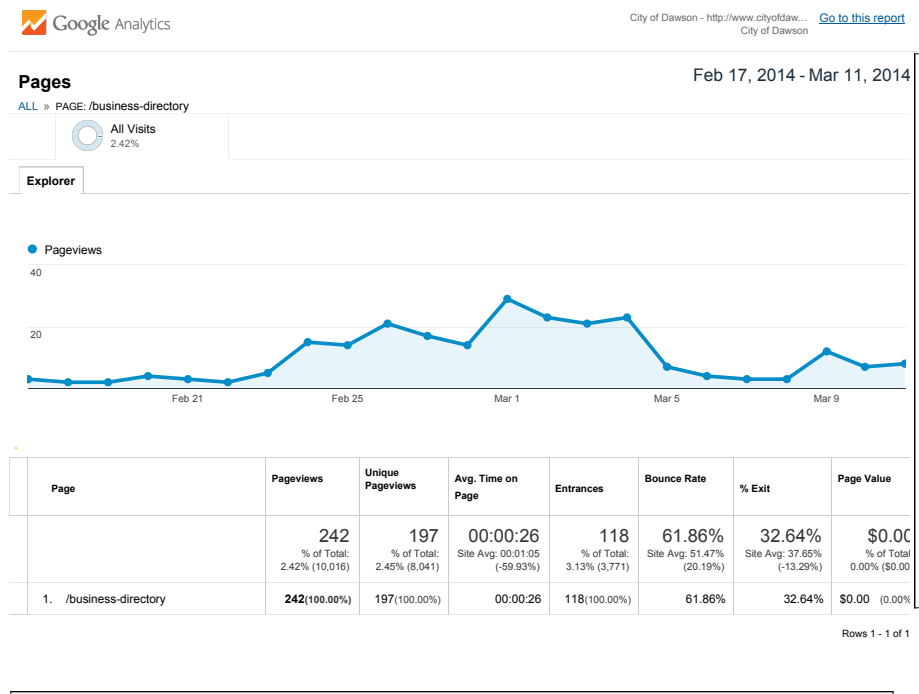
3.4   Future Initiative Planning Undertaken

KDO was able to undertake planning for a number of the short-term activities that unfortunately could not be completed by the end of the 2013-14 year due to critical partners being unavailable. With the main body of the work completed through this planning, KDO intends to follow-up with completing these initiatives early in 2014-15.

3.3.1   Tourism Opportunities Identification and Product Development Facilitation

Goal: To facilitate communication between Dawson City's largest tour operator, Holland America, and local tourism entrepreneurs about potential opportunities for product development as a result of other services as a result of the increased Holland America visitation numbers and duration of stay expected from 2014.

Itinerary:

DAY 1

9:00 AM   Air North arrives in Dawson
11:00 AM   HA Meeting with KVA

              HA Meetings with Tr'ondëk Hwëch'in:
1:30 PM   Glenda re: DZCC & Tr'ochek
2:15 PM   Jackie & Paula re: WHS status

5:30 PM   Public Engagement Forum

The public forum will focus on potential opportunities for local tourism product development and be presented in partnership with Holland America and KVA.

The forum will highlight:

• What Holland America sees as areas of interest for their clients in terms of activities, tours, experiences, etc. while in Dawson.
• Process for pitching an idea to Holland America, including relevant contacts
• Expectations of Holland America in terms of standards, registrations, insurance, etc.

DAY 2

9:00 AM   15 to 30 minute meetings with prospective tourism product developers
              (These meetings will have been pre-arranged & scheduled)

The initiative will be completed with the development and local distribution of a short online legacy guide to opportunities and how-to tips.

3.3.2   Innovate and Demonstrate

The 21st Century Challenge: Delivering More with Less.

<u>Pilot of City of Dawson Innovate & Demonstrate Event</u>

The challenges of service provision and infrastructure maintenance with limited budgets are ongoing and increasing. As a way of exploring innovative home-grown solutions, KDO will facilitate a City of Dawson event, inviting local entrepreneurs and social enterprises to propose ideas about how we can innovate and improve or streamline services in the municipality.

Typical idea generating tools such as brainstorming or scanning the country for best practices are employed by cities all the time. Here the idea is to try a new tack: to check within our own community for innovations that might be applied to a range of areas of municipal operations and services.

Friendly Dragon's Den: 6:30pm – 8:30pm

The business like idea-pitching of "Dragon's Den" but without the claws.

Local entrepreneurs and enterprises will be challenged to pitch ideas to a panel of City Councilors, staff AND community group representatives before an audience - for prizes!

HOW we would do this:

1) Introduce the idea to the City Council
2) Sell the idea to local businesses and organizations and anyone who might be involved in an area that has relevance to City services or operations, and invite them to attend and present an idea/solution
3) Make sure we have a few idea-presenters and then promote event
4) Leave a couple of spots open for impromptu or dark horse idea-pitchers
5) Host the event…audience, bar, snacks, tickets

The event will be recorded as a legacy for re-broadcast on local radio and websites.

3.3.3   Major Project Community Benefits

The Procurement Support Centre of the Government of Yukon Department of Highways and Public Works has issued a Contracting and Procurement Regulation and Contracting and Procurement Directive. Section 35 addresses community business development and requires that procurement authorities, when operating in the communities outside of Whitehorse, should make reasonable efforts to support community-based businesses by a number of actions including by:

"Developing communications channels with local business organizations and contractors that will enable them to anticipate government needs in the community and to develop their businesses to meet those needs;"

KDO researched and conceptualized planning for a future 'Major Projects' website modeled on a case study, [Major Projects Campbell River](#). This website development could not be completed by the end of the 2013-14 year but will be reintroduced as resources and willing project partners are realized.

The only imminent Major Project in the region is the replacement of Alexander McDonald Lodge, with an estimated budget of $10 million. This project is likely to go to general construction tender in May 2014. KDO representatives made contacts within the Government of Yukon procurement system to attempt to assist with facilitating a number of events and activities in line with the Contracting Directive above, and attended public information meetings in Dawson City. Procurement officials were supportive but project managers were not and therefore non have been possible by the end of the 2013-14 year. KDO will continue to pursue efforts to ensure that the requirements of the directive are met and that community economic benefits from this significant investment are maximized.

3.3.4   Promotional Event Attendance Collaboration

Local procurement is largely a promotional issue, as small community businesses with limited marketing budgets struggle to be seen and heard by major corporations and government project managers with little incentive or motivation to use local businesses. The remote location and low staffing capacity of the Dawson community, with no dedicated economic development officer, makes it difficult for Dawson representatives to be present at the right conferences, meetings and other events where the major player are present and decisions are being made. The Dawson perspective and offer is rarely heard effectively.

KDO has commenced the development of a multi-stakeholder collaboration initiative whereby annual planning will take place to ensure that the community is represented by at least one official at every key conference or other event. This will eliminate any duplication and make the best use of financial and human resources available. Before each event, the traveling representative will be encouraged to communicate with the other groups to ensure they are up to speed with the latest information, news and materials from each to present as appropriate.

3.3.5   Miscellaneous

A number of the other possible future ideas and events were explored with partners into their initial stages but were constrained by resources and partner willingness.

Appendices

A.1   DawsonMining.Com Marketing Plan

Website description

Establishment of an industry-specific online portal for information about services available locally to support mining & exploration, and to provide a means of promoting relevant news and events

- Directory: A mining and exploration industry specific products and services directory for the Klondike region
- Resources for mining in the Klondike:
    - Links to information resources provided by responsible agencies around permitting, licensing processes, etc.
    - Links to Municipal, Territorial and Tr'ondëk Hwëch'in, governments and support organizations such as the Chamber of Commerce, Klondike Placer Miners Association and Yukon Chamber of Mines
    - Training: Information and links to upcoming training opportunities related to the mining industry
- News: An open news blog for anyone to post their mining news and events, and a vehicle for announcing news about large companies and projects

Goals

As part of a larger 'local procurement' project, Klondike Development Organization (KDO) has built a new website that is intended to:

Increase the capacity of Dawson City to promote itself as a mining-ready centre, by providing an industry-specific online portal that highlights the array of products and services relevant to mining that are available in the region.

This website is meant to complement existing business directories provided by the Dawson City Chamber of Commerce and the City of Dawson

It will be important for KDO to build immediate awareness of the existence of this new resource.

Target Markets

- Dawson based businesses: ensure maximum participation in the directory, and achieve as comprehensive a listing of local businesses as possible.

- Yukon business community: raise awareness outside our immediate region of the products and services available in Dawson
- Western Canadian businesses associated with the mining and exploration industry

Key Messages

Emphasize to group 1: Dawson-based businesses

A new directory for local businesses is available: make sure you are represented.

Emphasize to group 2: Yukon and Western Canadian businesses

Dawson City is a mining-ready centre with a wide array of products and services to support exploration and mining activities.

Strategies

Since we are promoting a web-based tool, our primary advertising for the site will be online:

- Facebook advertisements aimed at the top priorities listed above
- Links from local websites and Facebook pages including that of KDO, City of Dawson, Dawson City Chamber of Commerce.
- Social media sharing

We will also use local events and off-line media:

- Dawson City Gold Show
- Rolling ads on Cable TV
- Klondike Sun newspaper

Authorized Spokespeople

Spokespeople for the website will be Klondike Development Organization's Managing Consultants, Mark Wickham and Evelyn Pollock, or a designated Klondike Development Organization Board Member.

Website Launch	Press release- Yukon	March 17
	Facebook postings	March 17 and 25
	Facebook & Google ads	March 17 to 31
	Local org. newsletters	March 17 to 31
Website Promo Phase 2	Facebook Ads	May 1 to 14
	Google Ads	May 1 to 14

A.2 DawsonMining.Com Launch Press Release

FOR IMMEDIATE RELEASE

Klondike Development Organization Launches Business Directory For Regional Mining Industry

March 31, 2014

Dawson City, Yukon - Klondike Development Organization (KDO) is pleased to announce the launch of a new website, '[Dawson Mining](#)' to showcase the wide array of products and services for the mining and exploration industries in Dawson City and the Klondike.

"Many new large players in the area may not know Dawson well," said KDO President Brian Stethem. "Bringing our local businesses together in this industry-specific online portal really demonstrates our position as a mining-ready centre."

As part of a long-term, sustainable, community-based approach to economic development in the region, the new site will help maximize the local community benefits from development of recent mineral discoveries in the Dawson periphery.

"The limited marketing budgets of small businesses make it challenging to compete against the bigger corporations for more local purchasing," said Project Manager Mark Wickham. "This cost-effective tool is free to the listed businesses and the user."

Over 150 regional companies are listed on the directory already. The site also features important news updates from the industry and links to other resources such as regulatory agencies and training opportunities. KDO will be promoting the site over the coming months, and at key industry events such as the [Dawson City International Gold Show](#).

Funding for the development of the site was provided by the Canadian Northern Economic Development Agency (CanNor), the Government of Yukon Regional Economic Development Fund and Tr'ondëk Hwëch'in.

-30-

For further information contact:

Brian Stethem	Mark Wickham
KDO President	Project Manager
867-993-2430	867-993-2306

A.3   DawsonMining.Com and CityofDawson.Ca Facebook Ads

Klondike Development Organization
Sponsored ·

Dawson City businesses offer a surprising array of products & services. We'll prove it!

Dawson Business Directory
CITYOFDAWSON.CA

Like · Comment · Share · 👍 14 💬 1

Klondike Development Organization
Sponsored ·

NEW Dawson Mining Directory: industry-related products & services available locally!

Is Dawson mining-ready?
DAWSONMINING.COM

Like · Comment · Share · 👍 22 💬 1

A.4   DawsonMining.Com Poster and Cable TV Rolling Ad

Klondike Development Organization (KDO) has launched a new website to:

Increase the capacity of Dawson City to promote itself as a mining-ready centre, by providing an industry-specific online portal that highlights the array of products and services relevant to mining that are available in the region.

www.dawsonmining.com
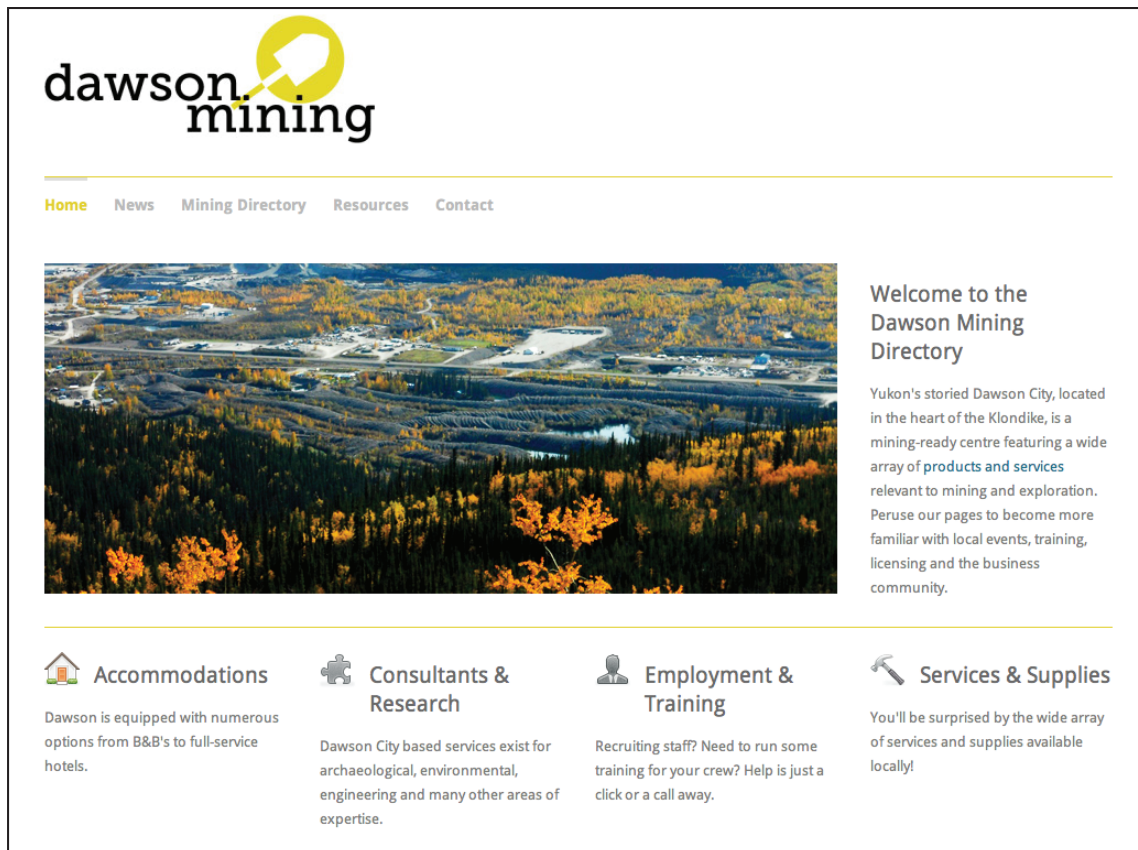
A partnership of City of Dawson, Chief Isaac Inc, Dawson City Chamber of Commerce, Dawson City Arts Society and Klondike Visitors Association

Tel: 993-2306
Email: klondikedevelopment@gmail.com
Office: Upstairs in the CIBC building on 2nd & Queen

A.5   DawsonMining.Com Operational and Maintenance Manual

SPRUCE TIP
DESIGN
PRINT&WEB

Training manual
www.dawsonmining.com

Usernames and passwords

Website content management:
www.dawsonmining.com/wp-admin

Username: acrosstheriverev
Password: acr033*Ev

Username: acrosstherivermark
Password: acr033*Mark

Web-based email:
https://login.secureserver.net/
username: info@dawsonmining.com
password: Daws0nM1n

Assistance

Jen Edwards
Spruce Tip Design
867-334-8069
info@sprucetipdesign.com

WordPress Admin Panel

To make changes to the website, you must log in to the WordPress Admin Panel.
To do this, go to:

www.dawsonmining.com/wp-admin
and login with your admin username and password.

You will be taken to the dashboard, which acts as a summary of the content administration functions of your website.

When making changes to the website, it is useful to have two windows open. One with the Admin panel, and the other with the live website. Whenever you make changes, flip over to the window with the live website and reload the page to see the changes.

Alternatively, you can click on Visit Site underneath the website name in the upper left-hand corner of the admin panel to get to the actual website.

Images

Adding an image
Before adding an image, edit it first using Photoshop or other photo editing software, so that it is 72 dpi (the standard resolution for web)and the approximate size that you would like to see the image dis-play. (You can alter the size after you have uploaded it, but there may be some degradation.)

Save the image to your computer, go to the Admin panel and click on Media in the left-hand menu. Then select Add New from the drop-down menu. You can either drag and drop the image onto the screen or browse and select it from your computer.

Once you have done this, click on the Edit button. First, give your image a name (only the administrators will see this), then, give your image a caption if you wish.

The ALT Text field is where you include information about the image that screen readers (used by those with visual impairment) can read. An example of ALT text is "image of Calli-son industrial area."

Once your image is uploaded, you can add it to any page by clicking the Add Media button in that page's text editor. See *Creating a new page* for more information.

Adding an image to the homepage slideshow

To add an image to the homepage slideshow, you need to first decide whether you would like it to include text to the right or extend across the page. To include text to the right, you need to make the image 720 x 300 px. To feature a full-width image, make it 970 x 300 px. Once you have done this, add it to the media library as described above. Before exiting, copy the image's file URL (top right corner). You will need this later.

Then, go into the Posts section and click "add new." Enter a title of the post – this will display if you have chosen to include text with the slide. Skip the text editor box and scroll down. Check the "Include in Home Page Slideshow" box, then paste the file URL where it says "Home Slideshow Image." If you have chosen to include text, enter it where it says: "Home Slideshow Text." Click Update and your new image will appear on the home page.

Changing the order of the homepage slideshow
To change the order of the slides in the slideshow, you need to edit the projects and alter the "Published on date" (upper right-hand side). Most recent dates and times will display first.

Changing the fade-in time
To speed up or slow down the cycle of slideshow images, go to the Appearance section and then to Theme Options. Choose the Home Page tab and specifiy the amount of seconds between slides where it says "Slideshow Delay."

Files

You can upload a number of different file types, but it is best to convert all files into PDF since Adobe Acrobat is free software that everyone has access to (as opposed to Word or Powerpoint).

Uploading files
Like images, files also get uploaded to the Media Library. Go to Media, then Add New. You can add just one file here or a number of files.

Give the file a name (this name won't be displayed) and a caption if you desire. Click on Update. When you are editing a page and want to link to a file, simply highlight the text that you want linked and then click on Add Media and select your file.

Pages

Editing a page

To edit the content of an existing page, select "Pages" from the left hand menu and then select "All Pages." Click on the name of the page that you would like to edit. You'll see the Text Editor (the large box with the page's content) appear. The Text Editor should default to the "Visual" view (which is what you will largely want to use) vs. the "Text" view. If this does not happen, you can select the "Visual" view by clicking on the tab in the upper right hand corner of the Text Editor box.

The Text Editor box functions in a similar way to Microsoft Word. You will see icons above the box that when clicked will allow you to bold, italicize, bullet, allign, add a hyperlink and underline text, etc. Once you have edited the text and are happy with it, click on "Update," the red button on the right hand side of the page.

Creating a new page

Under Pages in the left-hand menu, click Add New. Give your page a title that is short, but descriptive. This title will be displayed in the website's navigational menu.

Next, add thethe text that will appear on the page in the Text Editor. If you are cutting and pasting text from a Word document, copy your text and then select the little "Paste from Word" icon (clipboard with W) as this will strip the text from any funky Word formatting.

To turn text into a headline, highlight the text, then choose either "Heading 2" or "Heading 3," depending on the hierarchy, from the drop down menu that appears just above the Text box.

Adding images and files to pages

To add an image or file already uploaded to the Media Library, place your cursor where you would like the image or file to appear and then select it in the Media Library. If you selected a file, the title of the file with a hyperlink to it will appear. If you shose an image, you will be able to edit the image's placement by clicking on it and then clicking on the edit image icon. Choose a smaller size if need be, the allignment and whether you want a caption. Click Update.

Menu navigation

Next, choose whether this will be a parent page (top level page) or a child page (subpage) and in what order it should be displayed relative to the other pages. Currently, the homepage is at position 0, News at 1, etc.

Mining Directory

To upload a new listing to the Mining Directory, go to the Directory section and select "Add New Listing." Put the business name in the title field and the description in the main text edit box. Fill in the listing fields and upload an image when available. You don't have to worry about the size of the image as it will get resized to fit the display dimensions, but it is a good idea that the image be 72 dpi.

The "Excerpt" field is where you will put the business address.

The next thing to do is to choose which categories and subcategories this listing belongs in. Check the boxes in the Directory Categories box. If there is a business that wants to display a different description based on the category/subcategory, you will have to enter it twice.

Creating a new category/subcategory
If you would like to create a new category/subcategory for this listing, you can enter it under the Directory Categories box where it says "+ Add New Category." Deterine whether it is a "Parent" category or a subcategory, then click on "Add New Category."

Widgets

To access the widgets, go to the Appearance section, then Widgets. Currently the only widgets being employed are the Clarity Mini Features on the homepage, the Facebook badge on the Contact page and the directory category listings.

Clarity Mini Feature
This controls the category icons on the homepage. if you want to delete one, simply drag it back to the Available Widgets column. If you want to add one, drag the "Clarity Mini Feature" tab from Available Widgets to the Home Page Content section and fill in the fields. Place the mini feature in the order in which you would like it to display on the homepage.

Widget Logic
At the bottom of each widget, you will see a field called "Widget logic." Use this when you would like to specify that the widget should only appear on certain pages, e.g. Facebook badge only appearing on the Contact page. In this case you would insert the following: **is_page('Contact')** where "Contact" is the title name of the page. If you want a widget to appear on multiple pages like with the directory category listings. , you would insert: **is_page(array('News', 'Resources'))**