

IMPLEMENTING OUR REGIONAL ECONOMIC DEVELOPMENT PLAN



Traditional
Territory
of the
Tr'ondëk
Hwëch'in

REDP BACKGROUND

- **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.
- This REDP now has approval (subject to formalities) of TH, Yukon, and Canada.

GOALS OF THE 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

STRATEGIC INITIATIVES WERE IDENTIFIED

Human Assets

Place Assets

Business Assets

Some initiatives fall directly within the mandates of governments and their agencies such as Yukon Government, City of Dawson, Yukon Energy and Yukon College.

COMMUNITY BASED REDP PROJECTS

Primary Projects

- Labour Market Development
- Housing
- 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

Secondary Projects

- 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

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

2013/14

**LOCAL
ECONOMIC
DEVELOPMENT
PROJECTS**

KLONDIKE AS UNESCO WORLD HERITAGE SITE





KLONDIKE AS UNESCO WORLD HERITAGE SITE

Evaluating
opportunities,
requirements
for success
and
associated
economic
impacts

KLONDIKE AS UNESCO WORLD HERITAGE SITE

Authenticity





KLONDIKE AS UNESCO WORLD HERITAGE SITE

Outstanding
universal
value

PALACE GRAND THEATRE SHOWS

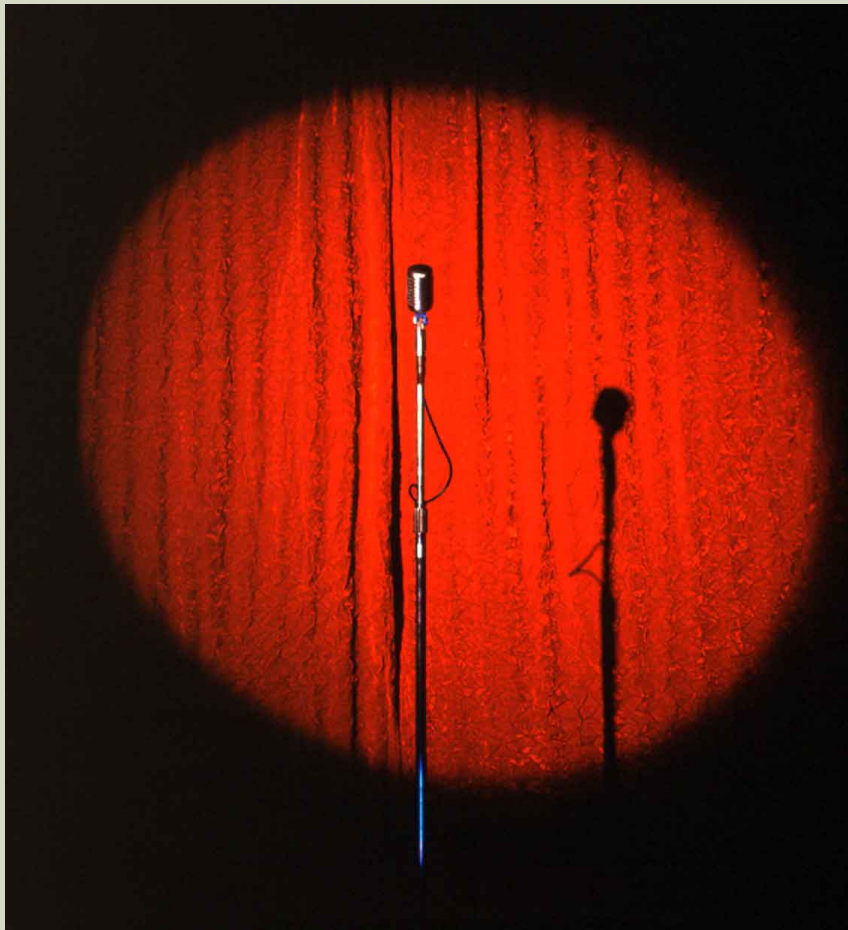


Seeking a
viable
business
model for
sustainable
entertainment
in the Palace
Grand Theatre

PALACE GRAND THEATRE SHOWS



PALACE GRAND THEATRE SHOWS



ART & CULTURE MARKET



ART & CULTURE MARKET ALONGSIDE FARMER'S MARKET?



ARTS & CULTURE MARKET: OPPORTUNITY & POSSIBILITY



DAWSON REGION MARKETING PLAN & NEW KVA WEBSITE



GOLD RUSH...

Plus the full richness of experiences
that Dawson has to offer



A BROADER BRANDING THAT INCLUDES FIRST NATION HISTORY & CULTURE



A BROADER BRANDING THAT INCLUDES THE LAND & OUTDOOR ADVENTURE



REGIONAL LABOUR MARKET DEVELOPMENT



HOW MIGHT WE IMPROVE OUR LABOUR MARKET?

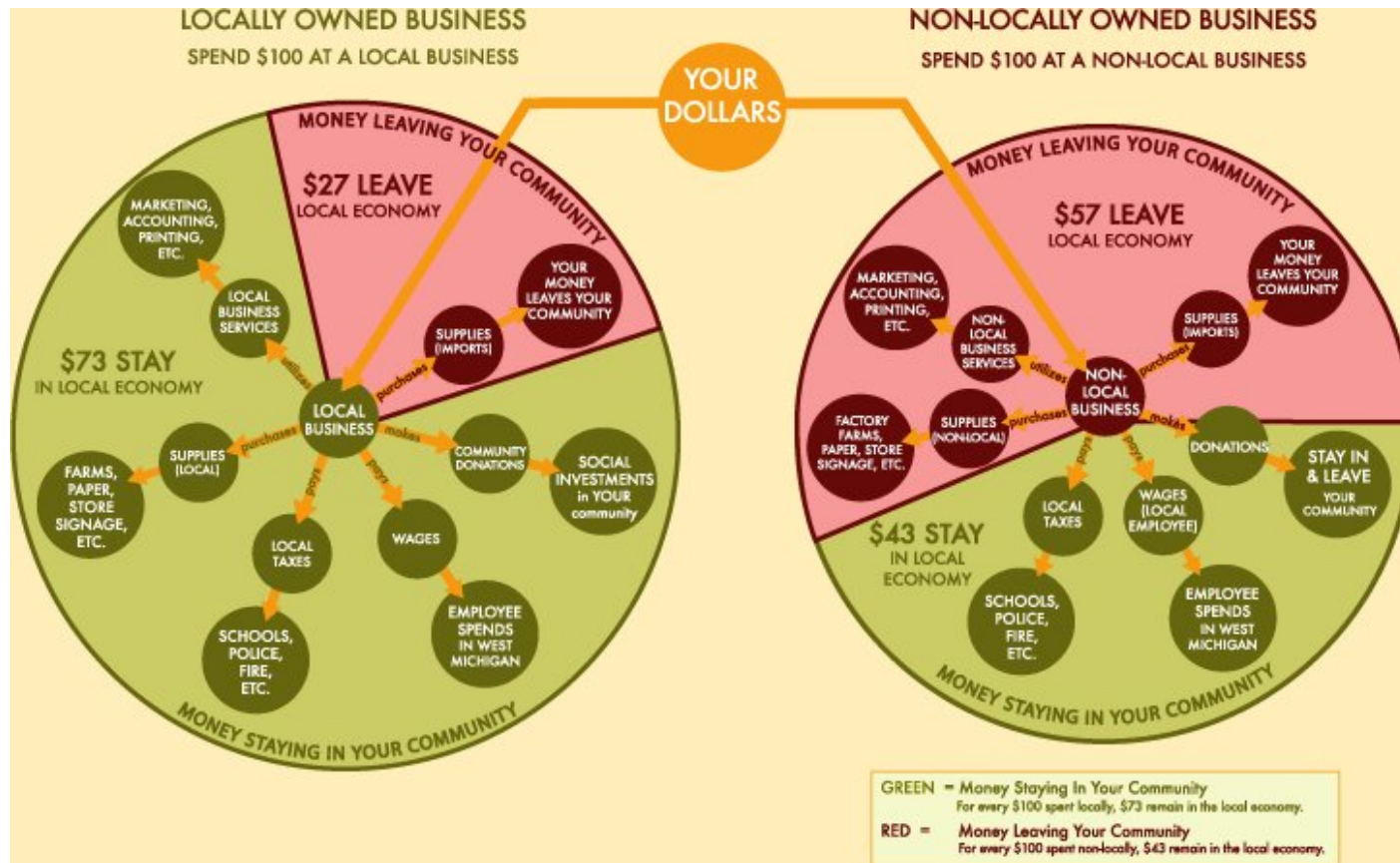


PROCUREMENT STRATEGY & PROMOTION



OPEN
for business

PROCUREMENT STRATEGY & PROMOTION



Maximizing
secondary
benefits
from major
industrial
developments

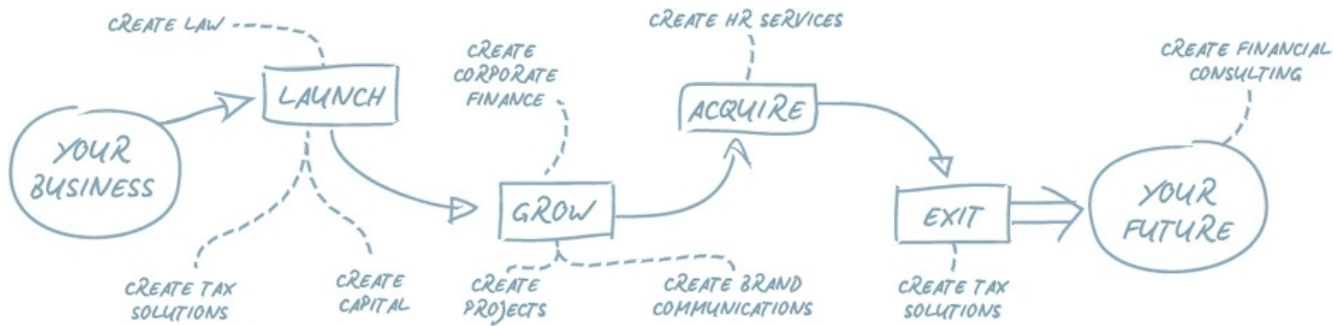
PROCUREMENT STRATEGY & PROMOTION

Promoting Dawson as a place that is
ready to do business



FULL-TIME, LOCALLY BASED BUSINESS ADVISOR





BUSINESS ADVISORY SERVICES

There to help entrepreneurs get their ideas off the ground

LOCALLY BASED BUSINESS ADVISOR

Tr'ondëk Hwëch'in Heritage Tourism - Business Support

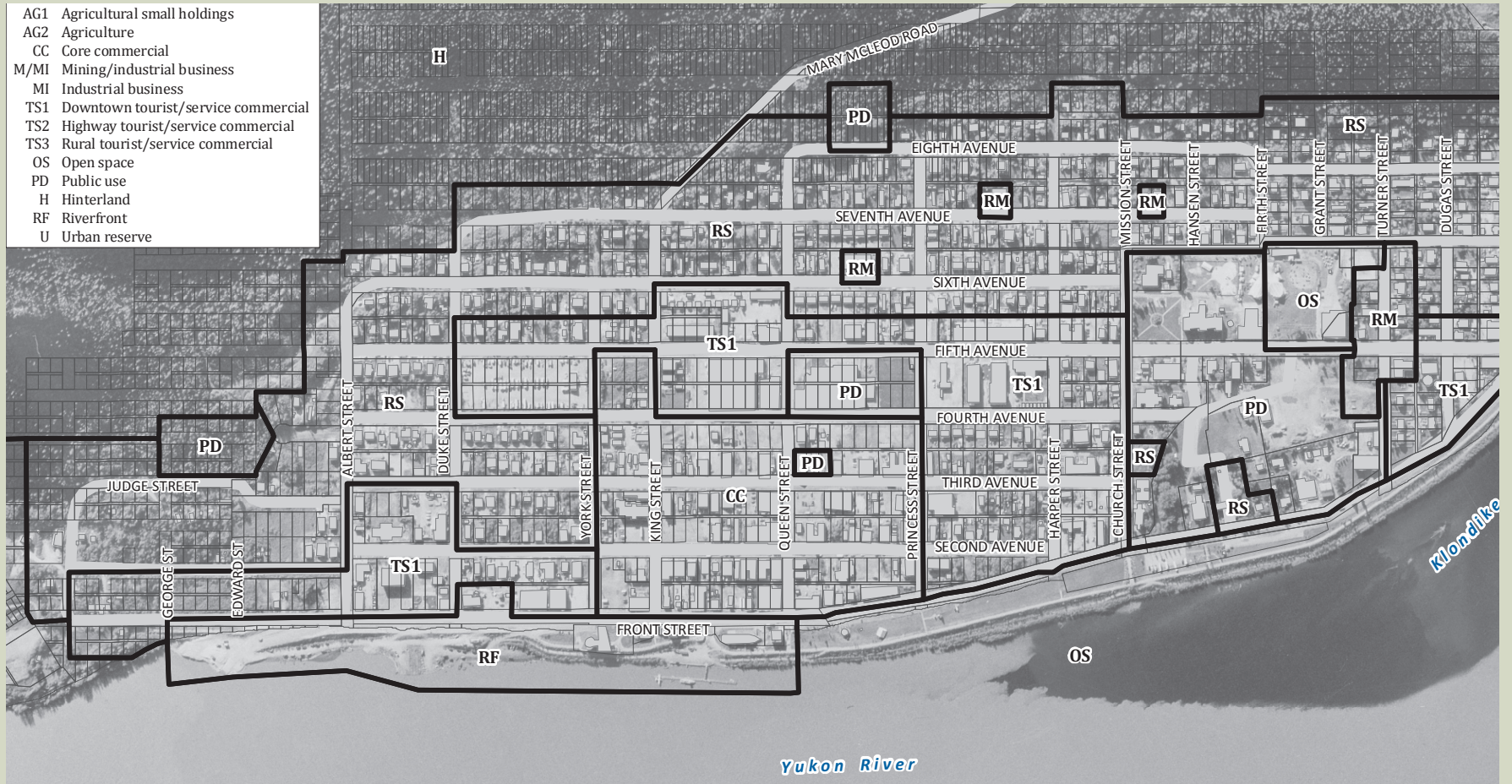


DO YOU HAVE IDEAS FOR HERITAGE TOURISM?



DOWNTOWN CORE REVITALIZATION

- AG1 Agricultural small holdings
- AG2 Agriculture
- CC Core commercial
- M/MI Mining/industrial business
- MI Industrial business
- TS1 Downtown tourist/service commercial
- TS2 Highway tourist/service commercial
- TS3 Rural tourist/service commercial
- OS Open space
- PD Public use
- H Hinterland
- RF Riverfront
- U Urban reserve



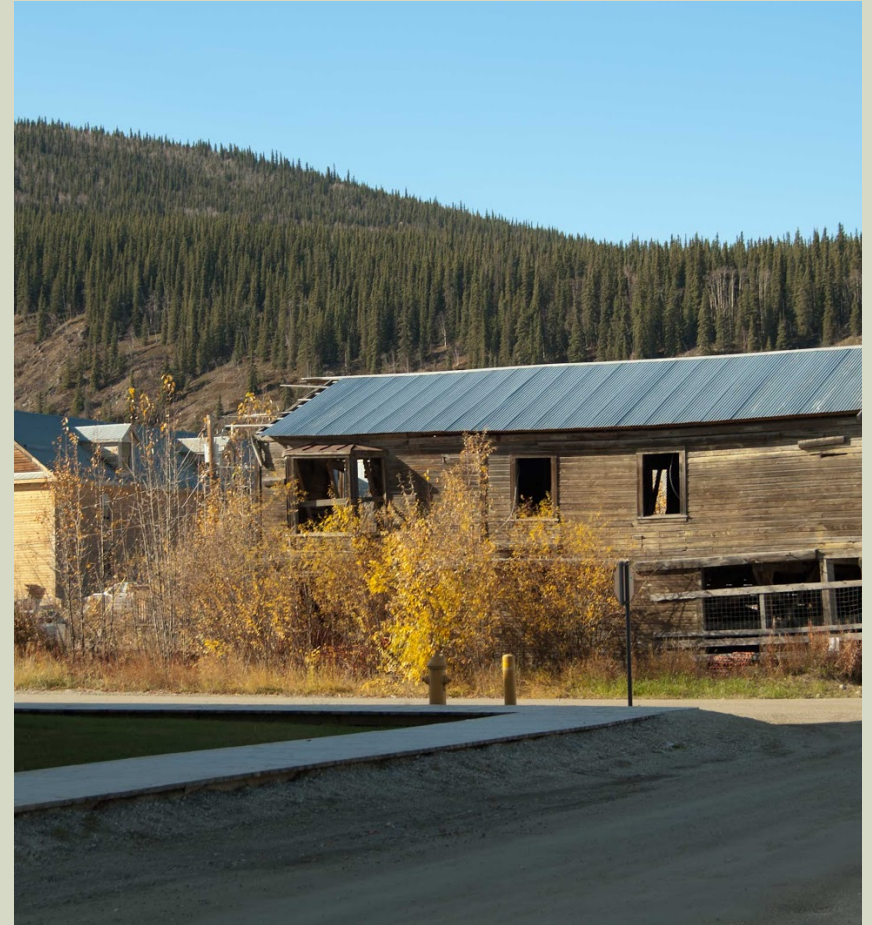


DOWNTOWN CORE PLANNING

Research shows that a healthy and vibrant downtown boosts the economic health and quality of life in a community. It:

- creates jobs
- incubates small businesses
- protects property values
- increases the community's options for goods and services

COULD WE UTILIZE SOME OF OUR EMPTY SPACES?



A HEALTHY DOWNTOWN IS A SYMBOL OF COMMUNITY PRIDE AND HISTORY



THE END
(OF PRESENTATION)

THE BEGINNING
(OF LOCAL ECONOMIC
DEVELOPMENT
PROJECTS)

Thanks
Everyone!