PRESERVING YELLOWKNIFE’S FASCINATING HISTORY THROUGH PARTNERSHIP, COMMITMENT AND ACTION

2019
The Yellowknife Historical Society and its members are committed to preserving the story of Yellowknife, including its social, cultural, economic, and natural history. The Society is working towards its ultimate goal, the establishment of a community-driven museum and interpretive centre (“Centre”) at the old Giant Mine Recreation Hall in Yellowknife. The Society is governed by a volunteer board of directors and activities are managed by a paid coordinator. It is a registered non-profit society and has charitable status.

Yellowknife needs a Centre to celebrate the unique community that began when the first gold prospectors came north in the 1930s. But the story of Yellowknife is more than just the gold-era settlers. It is a rich tapestry of indigenous culture living on the north shore of Great Slave Lake for thousands of years, combined with the arrival of newcomers throughout the period as Yellowknife grew from mining outpost to a business supply centre and government hub. It is also a place of natural beauty and spectacular geology. The Centre will offer a main exhibit hall, coffee shop, gift shop, and archives/library. It will also include outdoor displays utilizing vintage machinery and vehicles from the mining and transportation sector, and historic structures.

The extensive and incredible history is worth saving, documenting and displaying with the input of Yellowknife’s invested community of heritage advocates. When completed, the Centre will:

- Be a vibrant, one of a kind, tourist attraction for Yellowknife and the entire Northwest Territories;
- Become a focal point for the heritage and culture in the region;
- Contribute to opportunities for other spin-off businesses associated with the adjacent lake and boating facilities;
- Boost NWT tourism by attracting a new market of geo-tourists, and;
- Increase business to local hotels, restaurants, retail stores, gas stations, campgrounds, and gift shops.

The Society is committed to showcasing the important story of Yellowknife. We are seeking to engage a wide variety of patrons including students, academic researchers, history buffs, long-term resident families, and those interested in preserving the heritage and culture of the area. In order to make this a reality, the Society is calling for monetary support. Approximately $1.3 million is required to complete renovations. The attached Business Plan outlines the Society’s concept for creating a community-driven museum and interpretive centre. Please contact the Yellowknife Historical Society at info@yellowknifehistory.com if you would like to contribute or to receive more information. We look forward to your support!

Sincerely,
Helmut Epp, President, Yellowknife Historical Society
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1 BACKGROUND
The Business Plan is an introductory document that will be re-visited and updated annually. This is a dynamic document and is intended to be a plan in-progress that will be re-examined and modified as necessary.

1.1 Yellowknife Historical Society
When it was announced in late 1999 that Yellowknife’s Giant Mine would be closing after fifty years of continuous operation, a small but dedicated group of Yellowknifers got together to determine a means of saving the mine’s history.

In February 2000, an ad hoc group was formed called the Giant Mine Heritage Working Group, in collaboration with Spirit YK, a long-standing heritage advocate group in Yellowknife. The objective was to save a range of historical mining artifacts, equipment and documents before they became lost and/or destroyed. In 2002, the group registered as the NWT Mining Heritage Society; in 2017, the society was renamed the Yellowknife Historical Society and broadened its mandate to preserve and promote all aspects of local community history.

The Society has registered charity status. This provides the Society with tax-exempt status and allows us to provide donors with a tax receipt. The Society has a volunteer Board of Directors that meet monthly and a paid coordinator.

MISSION: The Yellowknife Historical Society preserves and promotes awareness of local community history for residents and visitors.

VISION STATEMENT: There is a community-driven and thriving museum with a focus on Yellowknife’s community history that engages residents and visitors by providing learning opportunities for all.

1.2 Project Title
Yellowknife Historical Society Museum and Interpretive Centre

1.3 Contact Information
Yellowknife Historical Society
P.O. Box 1856
Yellowknife, NT
X1A 2P4
info@yellowknifehistory.com
www.yellowknifehistory.com
2 LOCATION & SITE DESIGN

In 2000, the Society began looking for a suitable location to display mining materials in the Yellowknife area. It became apparent that the Giant Mine area would be a well suited site for an interpretive centre as it is situated just outside the City of Yellowknife, along the Ingraham Trail and on the scenic shores of Back Bay. In 2001, a comprehensive inventory of the Giant Mine property was compiled. A building assessment of several Giant Mine structures was conducted by a local architect to provide the Society with a cost estimate to restore some of the buildings for a future public interpretive site. The Society eventually chose the Recreation Hall building at Giant Mine which had been transferred to the Society by the former Giant Mine Manager.

The “Rec Hall” building was selected as the future museum and interpretive centre site for a number of reasons:

- The building was in very good condition and would provide the necessary space needed for an interpretive centre.
- The overall area has plenty of space for parking and outdoor equipment displays. There is also space to display other historical buildings and equipment found in other parts of Yellowknife.
- The area is located next to the City’s public boat launch, the Cruising Club facilities and the old Giant Mine town site, making the area an ideal destination for tourists and residents alike.
- The area is scenic and borders Baker Creek, which now is a spring spawning run for Arctic Grayling and other species.

Please see the next page for a site plan and location map. Design sheets can be found in Appendix A.

2.1 Lease Agreement with the City of Yellowknife

The City holds the land for Head Lease No. 17889 (the former Giant Mine Town Site) in which “Area A” is situated. In August 2005, Yellowknife City Council passed a motion that the City of Yellowknife (the City) should enter into a lease agreement with the Society. The City has since developed a draft sub-lease for the Recreation Hall area land known as “Area A”. This lease was signed on October 14, 2010 and is renewed every three years at a cost of $600 per year.
SITE LOCATION
3 CONTRIBUTING TO TOURISM IN THE NWT AND THE YELLOWKNIFE AREA

The Society is in a great position to tap into the Yellowknife and Territorial tourism market. The City of Yellowknife would like to offer more tourism opportunities to its visitors and the Centre would be an ideal tourist attraction for visitors to the City. The Project Area is already a popular destination for residents and visitors to Yellowknife as it hosts a boat launch and our outdoor display of equipment and historic buildings is visually appealing and of topical interest.

Based on recent statistics, a total of 108,480 non-residential travelers visited the NWT in 2016-2017 (Appendix C). The GNWT estimates that total tourist spending grossed over $201 million. The Society’s plans align with the GNWT vision of ‘Tourism 2020’ in which the Northwest Territories becomes “a premier travel destination, with a vibrant and sustainable tourism economy in all regions: sharing cultures and iconic landscapes with visitors around the world.”

3.1 Tourism Development Plan

To ensure that the Yellowknife Historical Society’s museum and interpretive centre is successful, the Society has commenced marketing strategies in the following ways:

- Yellowknife historical and geology displays are currently installed at the Yellowknife City Hall, the Yellowknife Airport, the NWT and Nunavut Chamber of Mines Office and the Greenstone Building;
- A close relationship has been developed with the Yellowknife Visitor’s Centre which will be advantageous when promoting the new facility to tourists;
- Many local tourism operators currently use the Project Site as a tourism attraction. It is anticipated that the site will be used more frequently once the museum is established and the site is improved;
- The Society has published or been involved in several history books including ‘Not Only Gold’ (2005), ‘Con Mine - A Pictorial History’ (2007), and ‘High Grade Tales: Stories from mining camps of the NWT’ (2012);
- The Society organizes the annual Beer Barge historical celebration every June since 2009;
- The Society is actively involved in popular community events such as the Long John Jamboree and Yellowknife Heritage Week, and;
- The Society promotes its activities and solicits support at annual conferences and trade shows, specifically the Spring Trade Show and the Geoscience Forum.

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1 “Tourism 2020: Opening our spectacular homes to the world” GNWT, September 2016 (http://www.iti.gov.nt.ca/sites/iti/files/tourism_2020.pdf)
As the Centre is being constructed, the Society will continue to solidify partnerships with organizations and tour companies. These will include hunting and sport fishing outfitters whose guests may find themselves over-night in the City, B&B owners, GNWT - Industry Tourism and Investment (ITI), and music festival organizers to name a few. School Boards will be approached and provided with information on educational opportunities at the Centre. The Society has designed the future Centre so that it can be rented for public and private engagements.

3.2 Getting to the Site

The Centre is located just outside the City at the Giant Mine Site, along the former Ingraham Trail. (see maps on pages 3 and 4). The Society anticipates that visitors will be able to drive, bike, walk, or take a shuttle to the site depending on the season. The summer months would be opportune for visitors to either walk or bike to the site. In addition, many summer visitors travel to Yellowknife by vehicle so they would be in a position to drive to the Centre.

The Society will look to secure bussing or shuttle service from local suppliers. One possibility is to operate a shuttle service that connects the Centre with a central tourist spot in Yellowknife such as the Visitor's Centre. Shuttle services would operate at set times throughout the day and these times would fluctuate depending on the season. In winter, tour operators such as Aurora Village transport their guests to the site by van; therefore, the Society will work with tour operators so that a visit to the future Centre is an important focus for their city tours.
4 PROJECT COMPONENTS

The project is expected to take several years to complete, therefore, it is important to identify both short and long term goals (Section 4.1).

Section 4.2 outlines the Society’s approach to achieving their short-term goals. It is expected that the long-term goals will be achieved once the short-term goals have been met.

4.1 Project Goals

Once completed, the Centre and overall site will have a number of components. To accomplish this, the project has been divided into short and mid-to-long term goals. A target date has been assigned to some of these goals.

<table>
<thead>
<tr>
<th>Short Term Goals</th>
<th>Target Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interpretive Centre Construction and Renovation</strong></td>
<td></td>
</tr>
<tr>
<td>Exterior renovations and hazardous material removal</td>
<td>Completed October 2018</td>
</tr>
<tr>
<td>Electrical servicing</td>
<td>September 2019</td>
</tr>
<tr>
<td>Interior insulation, carpentry and finishing</td>
<td>March 2020</td>
</tr>
<tr>
<td>Mechanical and plumbing installation</td>
<td>March 2020</td>
</tr>
<tr>
<td>Heating system</td>
<td>March 2021</td>
</tr>
<tr>
<td>Build and landscape parking lot</td>
<td>2022</td>
</tr>
<tr>
<td>Open a gift shop in the Centre that will sell Yellowknife-related products.</td>
<td>2023</td>
</tr>
<tr>
<td>Open a coffee shop in the facility. Construct a large deck for exterior seating and viewing</td>
<td>2023</td>
</tr>
<tr>
<td><strong>Displays</strong></td>
<td></td>
</tr>
<tr>
<td>Restore the 1939 Brock log headframe.</td>
<td>2019</td>
</tr>
<tr>
<td>Create outdoor displays around the parking lot.</td>
<td>2022</td>
</tr>
<tr>
<td>Design and layout of displays inside the Centre</td>
<td>2022</td>
</tr>
</tbody>
</table>
## Long Term Goals

<table>
<thead>
<tr>
<th>Walking Trails</th>
<th>Target Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish walking trails with an emphasis on geological features and indigenous history, with scenic look outs.</td>
<td>2023</td>
</tr>
<tr>
<td>Secure the areas as a designated UNESCO World Heritage Geo-Park.</td>
<td>2023</td>
</tr>
<tr>
<td>Create walking trails that will eventually connect with larger City networks.</td>
<td>2023</td>
</tr>
<tr>
<td>Merchandise, Books &amp; Pamphlets</td>
<td>On-going</td>
</tr>
<tr>
<td>The Society has produced a book based on George Hunter’s black and white mining photographic collection and the ‘Con Mine, A Pictorial History’ book. The Society will continue to produce and publish books on the history of Yellowknife and mining in the north.</td>
<td></td>
</tr>
<tr>
<td>Other Plans &amp; Activities</td>
<td>On-going</td>
</tr>
<tr>
<td>Work with the City of Yellowknife to preserve and designate heritage sites within the city.</td>
<td></td>
</tr>
</tbody>
</table>

### 4.2 Work Plan - Short Term Goals

The primary outputs of the project are the Interpretive Centre and Displays. These short term goals have been further broken down into the following five phases:

- **Phase 1 (2018-2022) Building Renovations:** Exterior renovations to replace siding, affix new windows and doors, and remove hazardous material. Electrical wiring and lights on interior. Installation of insulation and mechanical servicing including plumbing and water/septic tanks. Source and install a wood-pellet boiler system.

- **Phase 2 (2021-2022) Interior Design and Opening:** Development of displays, graphics and exhibit concepts.

- **Phase 3 (2022-2023) Operations:** Commence operations and programming including stocking the coffee shop and gift shop, hiring staff, and developing programs and services that can be offered at the Centre.

Completing the following work plan will allow for the short-term goals to be met.
4.2.1 Phase I – Building Renovations

Renovations to the building are required to repair and make it suitable for use as a public space. Renovations have been ongoing since 2007 when a new roof was built. Foundation repairs between 2010 and 2012 stabilized the structure. Interior and exterior renovations began in 2018 and power was provided to the site the same year through the local utility grid and solar panel installation. The current phase of renovations will come at a projected cost of $1.3 million (see Appendix F)

The following is a summary of past and proposed renovation work by the Society to the Rec Hall building:

<table>
<thead>
<tr>
<th>Project</th>
<th>Starting Date</th>
<th>Completion Date</th>
<th>Comments</th>
<th>Past and Potential Funding Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roof</td>
<td>2007</td>
<td>2007</td>
<td>Completed by Arcan Roofing Ltd. and Guy Architects</td>
<td>Corporate sponsors</td>
</tr>
<tr>
<td>Foundation Repairs</td>
<td>2010</td>
<td>2012</td>
<td>Completed by Nextreme Paul Brothers Inc.</td>
<td>GNWT ECE Corporate sponsors</td>
</tr>
<tr>
<td>Hazardous material removal, exterior siding, windows and doors</td>
<td>2018</td>
<td>2018</td>
<td>Completed by Nextreme Paul Brothers Inc.</td>
<td>GNWT ECE</td>
</tr>
<tr>
<td>Electrical</td>
<td>April 2019</td>
<td>September 2019</td>
<td>In-kind services including supplies, labour, materials, and financial donations will be used to complete this stage of the project.</td>
<td>GNWT ITI Business partners</td>
</tr>
<tr>
<td>Carpentry and Finishing</td>
<td>April 2019</td>
<td>March 2020</td>
<td>In-kind services including supplies, labour, materials, and financial donations will be used to complete this stage of the project.</td>
<td>GNWT ITI CANNOR City of Yellowknife Business partners 100 Men Who Give a Damn</td>
</tr>
<tr>
<td>Insulation</td>
<td>April 2019</td>
<td>March 2020</td>
<td></td>
<td>GNWT ITI CANNOR Business partners</td>
</tr>
<tr>
<td>Mechanical, Plumbing and Heating</td>
<td>April 2019</td>
<td>March 2021</td>
<td></td>
<td>GNWT ITI CANNOR Business partners</td>
</tr>
<tr>
<td>Displays</td>
<td>2021</td>
<td>2022</td>
<td></td>
<td>GNWT ITI CANNOR Cultural Spaces Program Business partners</td>
</tr>
</tbody>
</table>
4.2.2 Phase II – Displays

Both indoor and outdoor displays will be developed. The Society intends to make use of local talents and incorporate their extensive inventory of paraphernalia into the displays. The Centre will incorporate displays showcasing:

- Geology and minerals;
- Indigenous culture;
- Fur trade economy;
- Prospecting and mining;
- Early community settlement and growth.

The Society will issue a call for proposals for the design and construction of interactive displays, including: software design, video production, static display and participatory display using mining simulates. The Project Coordinator and Project Manager will:

- Evaluate submissions, negotiate and select a successful applicant;
- Manage display contract with each successful applicant, and;
- Coordinate timelines for project completion and ensuring that successful applicants meet those timelines.

The Society is aiming to commence work on the display units by 2022.

4.2.2.1 Outdoor Displays

The Society currently maintains several displays around the City, such as the popular indoor display cases around the Yellowknife Airport departure area. The Society has an outdoor mining equipment display at the Visitors Centre and maintains the Walter Gibbins Mineral Display located inside the Greenstone building. It also has a small display in the lobby at City Hall. A major outdoor display of mining equipment and buildings is also built around the parking lot of the city boat launch at Giant Mine. It has 350 feet of track with underground mining equipment on it, a log cabin, log headframe, Cat Train caboose, and several other larger items unique to Yellowknife’s history. Using past experience in outdoor display development, the Society will erect outdoor displays throughout the site area.
4.2.3 Phase III – Operations

Operations and programming are the third phase of the short-term goals.

4.2.3.1 Gift Shop

The Society will operate a small gift shop to sell hats, T-shirts, mugs, rocks, and other local historical paraphernalia. The gift shop will be small so as not to interfere with other organizations selling souvenirs.

4.2.3.2 Coffee Shop

The coffee shop in the Centre will serve a number of refreshments and will be able to facilitate larger groups and may include a more extensive menu once the facility is operational. The Society may offer patrons the option of purchasing picnic baskets that they will be able to take with them while they tour the outdoor area.

4.2.3.3 Conference and Public Space

The public can rent space, such as the coffee shop, at the Centre for conferences and social functions. The display cases will be designed so they can be moved to open up a large room. The Society envisions the space being rented to speakers who wish to lecture and/or present videos and/or slideshows as well as groups who wish to hold conferences.
5  PROJECT MANAGEMENT

5.1  Project Team

The project will be managed by the Society’s board of director executive members. The Society has produced a Project Team that is qualified and experienced in completing the architectural and engineering upgrades necessary to accommodate the new displays. Lead Project Team members are:

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society President</td>
<td>Helmut Epp</td>
</tr>
<tr>
<td>Society Vice President</td>
<td>Ryan Silke</td>
</tr>
<tr>
<td>Society Past President</td>
<td>Walt Humphries</td>
</tr>
<tr>
<td>Society Coordinator</td>
<td>Tracey Bryant</td>
</tr>
<tr>
<td>Project Foreman</td>
<td>Eddie Paul, Nextreme Inc.</td>
</tr>
<tr>
<td>Site Engineering</td>
<td>John Clark, P.Eng</td>
</tr>
<tr>
<td>Lead Architect</td>
<td>Wayne Guy of Guy Architects</td>
</tr>
</tbody>
</table>

Copies of the Project Teams’ biographies can be found in Appendix D.

5.2  Society Board Executive

President Helmut Epp and vice-president Ryan Silke in association with the Society Board of Directors, will be responsible for managing the day-to-day aspects of the Project, developing Project plans, resolving planning and implementation issues, and monitoring progress and budgets. The President will have ultimate accountability and responsibility for the Project and has delegated authority of the Project Team to assist with Project Management issues.

5.3  Society Coordinator

The Society Coordinator, Tracey Bryant, will assist with specific project components. These could include the interior design of the building, graphics, marketing, business development and displays. The Coordinator will be there to see the project through to completion. The Coordinator reports to the Society executive.

5.4  Project Foreman

Eddie Paul of Nextreme Inc, the primary construction contractor, will be responsible for all site work under the terms of agreements signed between the Society and his company.
5.5 Advisory Group

The Advisory Group, to act as an advisory board, will provide advice to the President on growth and development opportunities. They will consult with the Project Team to keep displays and materials, applicable, relevant, and significant.

The Advisory Group could be comprised of the following organizations and individuals:

- Northwest Territories Geological Survey
- Prince of Wales Northern Heritage Centre
- The City of Yellowknife Heritage Committee
- Government of the Northwest Territories – Industry, Tourism and Investment

5.6 Consultants and Contractors

Contractors and Consultants will be hired to assist the Society in the architectural and engineering upgrades and the design and development of displays for this project. Consultants will report directly to the President and Vice President who will work in collaboration with the Coordinator and Project Foreman/Lead Architect.
6 COMMUNICATION PLAN

An effective communication plan will allow the President and Coordinator to efficiently delegate tasks and build support. Effective communication is the key to mobilizing people behind a new vision. It ensures that all participants are on the “same page” and are clear about what has happened, what is happening, and what is going to happen.

6.1 Communication Methods

Various communication methods will be employed to keep all stakeholders and the public up-to-date on the project. The following section highlights the Society's communication plan.

**Meetings**

- All Project Committees and Groups will report to the Society Board at Monthly Board Meetings.
- President will meet monthly with the Project Team and Advisory Committee to discuss issues relating to the project.

**Personal Communications**

- Face-to-face, phone and e-mail communications will be used.

**Media Reports**

- Occasional articles will be prepared for the local newspaper and/or radio stations.

**Presentations**

- The Society provides periodic presentation and open houses for members and the public out at site.
- The Society provides a regular newsletter to keep members up-to-date.
- When required, various contractors, such as display designers, will be invited to give presentations to the Project Team to build internal stakeholders knowledge of the project.

**Internet**

- Ensure up-to-date project information is posted on the website.
- The website is kept up-to-date, monthly newsletters, etc.
- Monthly or quarterly updates will be given via e-newsletters to Society members and other key stakeholders.

**Feedback**

- The President will encourage feedback from Project Team, stakeholders, the membership, and the public.
7 SUSTAINABILITY

The Society will create and maintain a solid, sustainable operation. The following sections look at key elements of the Society’s sustainability plan.

7.1 5-Year Financial Forecast

Income and expense projections over a five year period, (see Appendix E) demonstrates the sustainability of the project over the long term. Grants and donations, as well as in-kind services are expected to cover most of the cost of building renovations and display development. Revenues from admissions, merchandise sales, coffee shop sales, banquet room rental, and a trust fund will cover annual operating costs.

Upon request the Society’s financial statements can be provided.

7.2 Funding Short Term Development Goals

7.2.1 Grants and Donations

The Society has set the following fundraising targets to assist with the development of the museum and interpretive centre and outdoor displays:

- Local fundraising activities $50,000
- Service sector businesses $200,000
- Mining & exploration companies $500,000
- Grants, foundations, etc. $500,000

Total $1,250,000

7.2.2 In-Kind Services

The Society estimates Centre costs will be met through donation of materials, donation of labour, in-kind services, and by volunteer labour of Society members.

In-kind services are provided by dedicated volunteers, board members and various businesses. These volunteers provide their valued time, and expertise in a mired of skills. The Society’s passionate volunteers have lent their time in developing a viable museum and are eager to lend their time again to complete the Centre and to see it succeed.

An approximate tally of potential in-kind services from the members/tradesman is compiled in the chart below.
## Breakdown on In-kind Services

<table>
<thead>
<tr>
<th>Services</th>
<th>Description</th>
<th>/Hour</th>
<th>/Week</th>
<th>/Month</th>
<th>/Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Painting Contractors</td>
<td></td>
<td>$ 65.00</td>
<td>$ 325.00</td>
<td>$ 1,300.00</td>
<td>$ 15,600.00</td>
</tr>
<tr>
<td>Electrical Contractors</td>
<td></td>
<td>$ 80.00</td>
<td>$ 400.00</td>
<td>$ 1,600.00</td>
<td>$ 19,200.00</td>
</tr>
<tr>
<td>Plumber Contractors</td>
<td></td>
<td>$ 85.00</td>
<td>$ 425.00</td>
<td>$ 1,700.00</td>
<td>$ 20,400.00</td>
</tr>
<tr>
<td>Guy Architects</td>
<td></td>
<td>$ 150.00</td>
<td>$ 750.00</td>
<td>$ 3,000.00</td>
<td>$ 36,000.00</td>
</tr>
<tr>
<td>Roofing Contractors</td>
<td></td>
<td>$ 85.00</td>
<td>$ 425.00</td>
<td>$ 1,700.00</td>
<td>$ 20,400.00</td>
</tr>
<tr>
<td>Engineering Services</td>
<td></td>
<td>$ 120.00</td>
<td>$ 600.00</td>
<td>$ 2,400.00</td>
<td>$ 28,800.00</td>
</tr>
<tr>
<td>Tridem Van Full Load</td>
<td>(55,000 lbs)</td>
<td>$ 3,282.00</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 3,282.00</td>
</tr>
<tr>
<td>Fuel Charge +24.2%</td>
<td></td>
<td>$ 794.24</td>
<td>$ -</td>
<td>$ -</td>
<td>$ 794.24</td>
</tr>
<tr>
<td><strong>Total of In-Kind Services</strong></td>
<td></td>
<td><strong>$2,925.00</strong></td>
<td><strong>$11,700.00</strong></td>
<td><strong>$144,476.24</strong></td>
<td></td>
</tr>
</tbody>
</table>

In addition, many local businesses have also provided and/or promised in-kind support for various aspects of this project. These contributors so far include:

- Wayne Guy Architects
- RTL Enterprises
- Arctic Sunwest Airlines
- Nextreme Paul Brothers Inc.
- Canadian North Airlines Ltd.
- Coneco Equipment
- J&R Mechanical Ltd.
- Tli Cho Landtran
- Air Tindi
- Great Slave Helicopters Ltd.
- BBE Expediting Ltd.
- City of Yellowknife
- DeBeers Canada
- Diavik Diamond Mines Inc.
- Williams Engineering Inc.
- NWT and Nunavut Chamber of Mines
- GAP Electric
- BHP Billiton

See Appendix I for a complete summary of sponsorship to date.

### 7.2.3 Current Fundraising Initiatives

Through sale of merchandise sales and individual and corporate memberships, we continue to raise necessary funds through our fundraising initiatives. Applications to government grants are completed as made available.
7.3 Cost of Development for Short Term Goals

7.3.1 Recreation Hall Renovation Costs

The Rec Hall at Giant Mine will be renovated and remodeled to house the new Centre. The cost to complete the building renovations is estimated to be approximately **$1.3 million**. The cost estimate was prepared with information from the following sources:

- Historical cost comparisons for relative construction data;
- City of Yellowknife historical cost data;
- City of Yellowknife unit cost pricing;
- Architectural design estimates and take-offs;
- Local contractor pricing estimates for specific jobs;
- GNWT quantitative surveyors regarding pricing escalations;
- RS Means estimating.

Quantities associated with the price estimate were extracted from drawings provided by Guy Architects, a site visit by the client, consultant (Dillon) and a general contractor (Nahanni Construction).

A cost breakdown of the Rec Hall renovations is provided in **Appendix F**.

7.3.2 Interpretive Display Costs

Five leading professional display and design service companies were contacted in 2007 to provide information on display types and budgets. Two of the companies are located in Yellowknife and all five are experienced in working in the North. Highlights from the responses include:

- 20% of the cost is design;
- the average cost of a multi-media display area is $1,500/ft$^2$; and
- The Fort McMurray Oil Sands interpretive centre had a budget of $2.6 million.
The following cost breakdown outlines display type for specific cost ranges.

<table>
<thead>
<tr>
<th>Cost</th>
<th>Display Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000</td>
<td>• Basic, Plexi-glass displays with photos, interpretive panels, and full-size photo blow-ups</td>
</tr>
<tr>
<td></td>
<td>• Small 2D exhibits</td>
</tr>
<tr>
<td></td>
<td>• Minimum displays</td>
</tr>
<tr>
<td>$100,000</td>
<td>• Able to start building display cases using existing pieces</td>
</tr>
<tr>
<td>$200,000</td>
<td>• Able to begin creating the “wow” factor by adding in more interactive and/or multi-media components.</td>
</tr>
<tr>
<td></td>
<td>• Lower-end interactive displays</td>
</tr>
<tr>
<td>$500,000</td>
<td>• A mix of 2D &amp; 3D displays</td>
</tr>
<tr>
<td></td>
<td>• Computerized-base displays</td>
</tr>
<tr>
<td></td>
<td>• Audio visual mix</td>
</tr>
<tr>
<td></td>
<td>• More advanced Interactive displays</td>
</tr>
</tbody>
</table>

The Society is seeking funding from government funding programs to assist with developing display units. The Society has collected and stored an extensive collection that will be displayed throughout the Centre.

### 7.3.3 Start-up Costs

It will cost approximately $75,000 to open the gift shop and coffee shop.

Several startup costs will be considered. Firstly, the Society will be responsible for stocking the gift shop. It is expected to cost upwards of $35,000 to purchase merchandise, such as books, models, and other souvenirs, crafts and paraphernalia. To reduce costs, the Society will offer local businesses the opportunity to sell company items such as shirts, hats, and coffee mugs in the gift shop. The objective of operating the gift shop is to provide a small selection of unique Yellowknife historical themed souvenirs and not to compete with other tourism retailers in the city.

Secondly, the Society will be responsible for equipping the coffee shop, such as kitchen appliances. Initially the coffee shop menu will include ready-to-serve items such
as sandwiches, salads, chips, chocolate bars, and other such refreshments. Start-up fees for the coffee shop are predicted to cost approximately $17,000.

Thirdly, the Society will continue to invest in promotional and marketing activities. The activities serve to engage customers, business prospects and patrons. The Society has commenced advertising through signage at the site, displays located around the City, and have printed a professionally designed brochure, and through presence at tradeshows and conferences. The Society will continue advertising through their current means and will eventually expand to include markets outside the NWT.

7.4 On-going Revenues

Regular income will be derived from Centre admission fees, coffee shop and gift shop revenue, through rental of the building, services, and the Yellowknife Community Trust Fund.

7.4.1 Admission and Sales

In 2015, the Yellowknife Visitors Centre had 34,000 visitors visit its operations. ² The Society believes that it would be fair to estimate that 80% of these visitors would also visit its own Centre. The Society, therefore expects to receive approximately 25,000 visitors each year. Based on estimated levels of visitors and a $5.00 entrance fee, approximately $125,000 in revenue will be generated from admission fees per year.

Currently, the Society generates revenue from sales of their own merchandise, donations, fundraising, membership fees, and grants. The following represents a breakdown of total revenue since 2010:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$74,872</td>
</tr>
<tr>
<td>2011</td>
<td>$109,049</td>
</tr>
<tr>
<td>2012</td>
<td>$113,251</td>
</tr>
<tr>
<td>2013</td>
<td>$132,127</td>
</tr>
<tr>
<td>2014</td>
<td>$134,108</td>
</tr>
<tr>
<td>2015</td>
<td>$163,705</td>
</tr>
<tr>
<td>2016</td>
<td>$162,377</td>
</tr>
<tr>
<td>2017</td>
<td>$122,140</td>
</tr>
<tr>
<td>2018</td>
<td>$134,987</td>
</tr>
</tbody>
</table>

See **Appendix J** for a detailed breakdown of revenue since 2006.

² Tracy Therrien, former executive director Northern Frontier Visitor’s Centre
To date, the revenue from merchandise has been generated through the sale of merchandise (books, postcards, jewelry, souvenirs) at conferences, forums and other events. It is expected that these revenues will increase once a gift shop has been established as a regular venue to display and sell the merchandise.

The Society has designed the interior of the Centre so there will be room to host social events and conferences. The Society has been in contact with the NWT & Nunavut Chamber of Mines and they have expressed a desire for such a space to be made available. Revenues from rentals will contribute to the operation and maintenance costs.

The following is a breakdown of expected revenue from each different source.

<table>
<thead>
<tr>
<th>Service</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admission Fees</td>
<td>$125,000</td>
</tr>
<tr>
<td>Gift Shop</td>
<td>$15,000</td>
</tr>
<tr>
<td>Coffee Shop</td>
<td>$10,000</td>
</tr>
<tr>
<td>Rental Space</td>
<td>$7,000</td>
</tr>
<tr>
<td>Special Events</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>Total for the year</strong></td>
<td><strong>$177,000</strong></td>
</tr>
</tbody>
</table>

7.4.2 NWT Mining Heritage Trust Fund

In March 2008, the Yellowknife Community Foundation[^3] created a NWT Mining Heritage Trust Fund. Annually, up to five percent of the total monies in this trust fund is provided to the Society for the operation and maintenance of the Centre. The Yellowknife Community Foundation provides a wide range of administrative and fund development services and provides the Society’s donors with additional forms of charitable gift giving (such as a dedicated life insurance policy, a bequest in your Will, property, securities, etc.).

A Walter Gibbins Memorial Trust Fund has been created by the Yellowknife Community Foundation to ensure the care and maintenance of the Walter Gibbin’s mineral display. Dr. Gibbins was renowned eclectic northern geologist with many interests that are reflected in his mineral collections. The Society is entrusted with the maintenance and care of this display; therefore, we are the beneficiaries of this fund as well as the NWT Mining Heritage Trust Fund.

If the NWT Mining Heritage Trust Fund consisted of $2,000,000, the Yellowknife Historical Society would receive $100,000 a year, in quarterly payments to cover operations and maintenance. The Society believes that a $2,000,000 trust fund is a

[^3]: www.yellowknifecommunityfoundation.ca
reasonable goal and we are confident that companies will prefer to donate to a fund that will keep giving long after their initial donation.

7.4.3 Business Memberships

We have established a $500 Business Membership fee that will provide local companies with an opportunity to donate funds on a yearly basis. Funds raised through memberships are used for the operations and maintenance of the Society and the new Centre. The Society aims to have a minimum of twenty companies join this membership which would provide the Society with annual revenue of $10,000.

7.5 On-going Operation and Maintenance Costs

Once building renovations and displays are completed, operation and maintenance (O&M) costs for the year are expected to include:

- Staff
- Electricity and Heat
- Inventory
- General maintenance

In an effort to minimize O&M costs, the Centre will operate during peak tourist seasons. Peak seasons include the Summer (June, July, August, September) and Winter (December, January, February, March) months. The Centre will be operational a minimum of three hundred hours a year. The Centre could also be opened for additional periods provided there is advance notice and sufficient revenue to make it economically viable. For instance, should a school group wish to book the Centre for a few days in October, they would be able to contact the Society and make arrangements. Opening during the peak seasons would be beneficial in several ways:

- Reduce staff costs;
- Lower utility bills; and
- Reduce wear and tear on the facility and overall maintenance costs.

Summer hours would be from Wednesday to Sunday, 10 a.m. to 6 p.m.; winter hours would be from Wednesday to Sunday, 10 a.m. to 4 p.m. These operating hours capture the best times for tourists, while minimizing costs. Based on these time periods, the Society would be able to hire summer students from June to September and hire a casual employee for the winter months.
The following tables provide a breakdown of projected salaries for each season:

### Summer Season

<table>
<thead>
<tr>
<th>June to September</th>
<th>Summer Students (2 @ 6 hours per day)</th>
<th>Total Hours Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday - Sunday</td>
<td>72</td>
<td>72</td>
</tr>
<tr>
<td>12 p.m. - 6 p.m.</td>
<td>Total Number of Weeks</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>$/hour</td>
<td>$18</td>
</tr>
<tr>
<td></td>
<td>Total Summer Salary</td>
<td>$22,032</td>
</tr>
</tbody>
</table>

### Winter Season

<table>
<thead>
<tr>
<th>January to April</th>
<th>Seasonal Staff</th>
<th>Total Hours Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday - Sunday</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>12 p.m. - 6 p.m.</td>
<td>Total Number of Weeks</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>$/hour</td>
<td>$20</td>
</tr>
<tr>
<td></td>
<td>Total Winter Salary</td>
<td>$12,240</td>
</tr>
</tbody>
</table>

Salaries for the seasonal operations are expected to be approximately $34,272 for the year. Volunteers are expected to make up the remainder of the workforce.

The following O&M costs have been developed through estimates that have been provided to the Yellowknife Historical Society by various organizations.

- Salaries: $34,272
- Promotion/advertising: $10,000
- Maintenance: $8,000
- Utilities: $6,000
- Supplies (office, curatorial): $8,000

**Total for the year**: $66,272
7.6 Funding Long Term Development Goals

Clear and accurate communication regarding solicitation and stewardship strategies will ensure that donors (individuals, corporate) are informed and involved in ways that meet their needs and lead to a major donation.

7.6.1 Donor Recognition Directives

The purpose of donor recognition is:

- To acknowledge receipt of a gift, its size and intent
- To express gratitude for support
- To ensure respect of cultivation plan
- To recognize donors publicly
- To inform donors of their peers in giving
- To raise the sights if other prospects and donors by example

Implementation of Donor recognition is important to the success of any fundraising campaign.

1. Donor Classification

- Silver under $50,000
- Gold $50,000 and over
- Platinum $100,000 and over
- Diamond $200,000 and over
- Naming opportunities for building and exhibit spaces

2. Media Recognition

For individuals /corporations donating:

- $5,000 - $19,999: ¼ page recognition advertisement: one insertion
  Name Only

- $20,000 - $49,999: ½ page recognition advertisement: one insertion
  Name and Logo (corporate)

- $50,000 - $99,999: Full page recognition advertisement: one insertion
3. **Wall Recognition:**

All major donors will have their name displayed on the Donor Wall.

Plaques will stay on the Wall for a specific pre-determined time period:

- Donors over $5,000: Five years
- Donors over $20,000: Seven years
- Donors over $50,000: Ten years
- Title Sponsors: Fifteen years

General Donor’s list (all donations under $5,000) will be posted annually.

When a donor has reached a new level of donation, a new plaque (with the new designation) will be put up.

See **Appendix I** for a summary of sponsorship to date.
Appendix B
Letters of Support
December 4, 2018

Community Tourism, Infrastructure and Investment
Government of the Northwest Territories
P.O. Box 1320
Yellowknife, NT X1A 2L9

To Whom It May Concern,

Re: Letter of Support for Yellowknife Historical Society – Support for Museum Project

Please find this letter in support of the Yellowknife Historical Society and their application for financial assistance for their Museum Project.

With a mandate to preserve mining heritage and promote the development of facilities, sites, and exhibits that help further the understanding and appreciation of all aspects of mining and geology in the Northwest Territories, the NWT Mining Heritage Society is an integral organization in our community.

Current goals of the organization include increasing awareness of mining history and geology, partnering with arts groups and individuals in our community to host special events, as well as completion of the Mining Museum and Geological Interpretive Centre.

The City of Yellowknife is proud to support the Yellowknife Historical Society, and I fully endorse the organization garnering financial assistance, so as to ensure information regarding our mining and geological heritage is shared with the community and visitors for years to come.

Should you have any questions regarding this letter, please do not hesitate to contact me at mayor@yellowknife.ca.

Yours sincerely,

[Signature]

Rebecca Alty
Mayor

DM# 540890
Thursday November 29, 2019

RE: YELLOWKNIFE HISTORICAL SOCIETY'S MUSEUM PROJECT

To whom it may concern,

We are writing in support of the Yellowknife Historical Society’s museum project at the Giant Mine town site.

Our family has been in business for many decades and call Yellowknife home. Our company offers professionally guided tours which, includes speaking about and showcasing the history of this gold mining town to the modern City it is today. As part of our tour offerings, we provide guided tours of Old Town, Cameron Falls and other locations that offer glimpse of the unique character of our community. Often we will incorporate a stop at the Outdoor Mining Heritage display at Giant Mine on our tours. Our visitors are very interested to learn more and have experiences that enhance their interest about this important sector of Yellowknife. As such, we are looking for new ways to capitalize on tourism opportunities and enhance our visitors experience. We see the Yellowknife museum project as a very compelling and needed project for the visitor experience. Our company would work together with the Yellowknife Historical Society to bring tourists to the museum site once it is operational and partner with them to provide top-class programming at their site to give the visitor the ultimate Yellowknife experience.

Please consider this letter as our unwavering support for any facility or project that adds to the tourism industry of Yellowknife.

Sincerely,

Margaret & Amanda Peterson
Owner/Operator
My Backyard Tours & Peterson’s Point Lake Lodge
LETTER OF SUPPORT

December 3, 2018

To whom it may concern:

Re: Letter of Support for the Yellowknife Historical Society

On behalf of Yellowknife Online, please find this letter in support of the Yellowknife Historical Society and their application for funding.

With the mandate to preserve the heritage of Yellowknife, including its social, cultural, economic and natural history, the Yellowknife Historical Society is an essential organization in our community. Visitors and newcomers to Yellowknife have long since enjoyed the efforts of the organization through their outdoor display, various insulations, and annual events which provide a unique opportunity to learn about the rich history of Yellowknife.

With the growth in tourism and the desire to preserve the history of Yellowknife. The establishment of a community-drive museum and interpretive centre would be essential to Yellowknife.

Yellowknife Online (ykonline.ca) is proud to support the Yellowknife Historical Society. Being a first point of research for thousands of visitors coming to Yellowknife annually, we field questions about what to do when visiting Yellowknife all the time. The establishment of this community-driven museum would only increase Yellowknife appeal for future visitors and residents.

Sincerely,

Kyle Thomas
Publisher/Operator

Kyle Thomas | Yellowknife Online
Phone: 867-444-0901
Website: ykonline.ca
Email: info@ykonline.ca
December 7, 2018

To Whom It May Concern

Re: Support for the Yellowknife Historical Society

As a local tour operator, I offer tours that have themes of Yellowknife history, its mining past and the people who are a part of that story. This includes trips to the Mining Heritage Site at the former Giant Mine, the Back Bay Cemetery, and various historical sites around the Old Town. Strong Interpretation is also one of the creators of the Yellowknife Old Town Soundwalk App. The majority of my information that I relay to my guests is because of the work done by the Yellowknife Historical Society.

I whole-heartedly support the Yellowknife Historical Society’s application for funding towards the ongoing renovations of the community museum at the Giant Mine site. I believe this facility will become a much visited attraction by visitors and locals alike as a place to continue preserving our historical assets and telling its story.

Sincerely,

Rosanna Strong
March 22, 2018

To whom it may concern,

We wish to confirm our support for the work that the Yellowknife Historical Society is doing to advance public understanding of the importance of mining through our mining heritage.

The Yellowknife Historical Society’s work is an important complement to our Chamber’s mandate, which is to champion for a strong northern minerals industry. We do this through our Vision which is for: A strong minerals industry that benefits the Peoples of the North.

Understanding how our industry works, its past and present contributions, and its importance to the NWT economy is important to its future success. The Yellowknife Historical Society’s work is important in helping raise the awareness we need to advance public support for our industry. We support their efforts to create a Northwest Territories Mining and Geological Interpretive Centre, and also their other initiatives that educate and honour the contributions of so many over our 85 years of mining. It is important that they continue to emphasize the contributions of the intrepid prospectors and explorers, the miners and business people and to those many workers in our northern communities that have helped, and continue to help develop the North through their mineral industry contributions.

The Chamber is pleased to support the Yellowknife Historical Society and we will continue to rely upon their efforts to help grow the NWT’s mining industry by reminding the public of our strong northern mining and exploration history. We continue to look forward to their participation at our events, to their efforts in delivering new messaging and initiatives, and to the day when there is also a “bricks and mortar” facility that honours those that helped and are helping to build our modern north.

We very much encourage and appreciate your financial support of their work.

Yours sincerely,

Tom Hoefer
Executive Director
Yellowknife Historical Society  
BOX 1856  
YELLOWKNIFE NT X1A 2P4  

To Whom It May Concern:

**Letter of Support**

As the Director of the Prince of Wales Northern Heritage Centre (PWNHC), I write this letter to express support for the Yellowknife Historical Society (YHS) in its efforts to create a community-driven museum and interpretive centre.

The PWNHC houses a unique collection of items representing the cultures and history of the NWT, but its mandate encompasses the entire territory. It has limited capacity to showcase the comprehensive history of the Yellowknife area and the rich account of the Indigenous peoples and newcomers who built this city. I am pleased that the YHS is able to fulfil this important role and fully support their efforts in this regard.

Sincerely,

Sarah Carr-Locke, PhD  
Director  
Prince of Wales Northern Heritage Centre
Luck of the draw for Historical Society

Group benefits from 100 Men Who Give a Damn to tune of $10,000

by Michelo Taylor
Northern News Services

The Yellowknife Historical Society is richer and not just from historical artifacts, after being chosen as this year’s recipient of more than $10,000 from 100 Men Who Give a Damn.

The donation was part of the group’s yearly drive to give back to the community. The group, which Garrett Hinchey, co-founder and lead organizer stated, has more than 100 members, chooses one out of three nominated community causes to support each year.

“We’ve been operating for three years essentially, our first meeting was in February 2016,” stated Hinchey.

He added the group holds 12 meetings, one every three months and he estimates the men who care will have donated close to $125,000 once the historical society receives its funds.

“We’ve given over $10,000 to 11 charities so far and the historical society will be the 12th,” he said.

Ryan Silke, vice president of the Yellowknife Historical Society, said the historical society benefits from an active membership that has long-standing ties to the community and its history.

“When I learned that Tom Hall had nominated us for a chance to win, it was a real honour to go and make a case,” said Silke in an interview. “It was luck of the draw ultimately! We were up against some worthy causes.”

He said the society is applying for government grants for major renovation work on things such as electrical and insulation that are projected to be completed next year.

“In the interim, there is finishing construction to do inside the building with new partition walls, and a loading bay deck,” said Silke. “The ($10,000) will be spent on lumber and volunteers will do the construction.

He added the society has long-term goals but those depend on the remediation of the townsite at Giant Mine and that will impact the overall plans the society has for the museum site, he said.

“We are still sorting out how remediation of the townsite area will impact our bigger plans. Right now, just focused on the museum building,” said Silke.

“This work is necessary before electrical and insulation so (it’s) a real priority if the project is to remain on schedule.”

Silke said the organization’s membership is open to “all walks of life.”

“If you’re interested in being a part of the Yellowknife Historical Society go online and check out the various ways to join or sponsor the society.

Nominating member Tom Hall, left, Ryan Silke of the Yellowknife Historical Society, meeting MC Patrick Wrigglesworth during the presentation of $10,000 plus donation that will go toward the society’s community-driven museum at the Giant Mine site.
Appendix C
Tourism Statistics
## Northwest Territories Visitation Statistics

### Main Purpose of Travel

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Aurora Viewing</td>
<td>15,700</td>
<td>21,700</td>
<td>16,400</td>
<td>24,300</td>
<td>29,800</td>
<td>23%</td>
</tr>
<tr>
<td>Fishing$^a$</td>
<td>4,800</td>
<td>5,600</td>
<td>4,300</td>
<td>4,600</td>
<td>4,200</td>
<td>-9%</td>
</tr>
<tr>
<td>General Touring$^b$</td>
<td>15,200</td>
<td>14,800</td>
<td>14,900</td>
<td>19,000</td>
<td>15,800</td>
<td>-17%</td>
</tr>
<tr>
<td>Hunting</td>
<td>500</td>
<td>510</td>
<td>510</td>
<td>510</td>
<td>480</td>
<td>-6%</td>
</tr>
<tr>
<td>Outdoor Adventure$^b$</td>
<td>3,100</td>
<td>1,900</td>
<td>2,100</td>
<td>2,400</td>
<td>7,400</td>
<td>208%</td>
</tr>
<tr>
<td>Visiting Friends &amp; Relatives</td>
<td>13,800</td>
<td>14,100</td>
<td>17,200</td>
<td>12,200</td>
<td>15,900</td>
<td>30%</td>
</tr>
<tr>
<td><strong>TOTAL LEISURE TRAVEL</strong></td>
<td><strong>53,100</strong></td>
<td><strong>58,610</strong></td>
<td><strong>55,410</strong></td>
<td><strong>63,010</strong></td>
<td><strong>73,580</strong></td>
<td><strong>17%</strong></td>
</tr>
<tr>
<td>Business Travel</td>
<td>24,100</td>
<td>35,300</td>
<td>29,400</td>
<td>30,900</td>
<td>34,900</td>
<td>13%</td>
</tr>
<tr>
<td><strong>TOTAL VISITORS</strong></td>
<td><strong>77,200</strong></td>
<td><strong>93,910</strong></td>
<td><strong>84,810</strong></td>
<td><strong>93,910</strong></td>
<td><strong>108,480</strong></td>
<td><strong>16%</strong></td>
</tr>
</tbody>
</table>

### Northwest Territories Visitor Spending (millions)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Aurora Viewing</td>
<td>$15.20</td>
<td>$21.00</td>
<td>$26.80</td>
<td>$39.70</td>
<td>$48.70</td>
<td>23%</td>
</tr>
<tr>
<td>Fishing$^a$</td>
<td>$11.60</td>
<td>$14.00</td>
<td>$9.30</td>
<td>$9.70</td>
<td>$9.20</td>
<td>-5%</td>
</tr>
<tr>
<td>General Touring$^b$</td>
<td>$12.60</td>
<td>$12.60</td>
<td>$14.00</td>
<td>$19.80</td>
<td>$19.30</td>
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<td>Hunting</td>
<td>$5.80</td>
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<td>$7.10</td>
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<td>Outdoor Adventure$^b$</td>
<td>$6.00</td>
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<td>Visiting Friends &amp; Relatives</td>
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<td><strong>TOTAL LEISURE TRAVEL</strong></td>
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<td><strong>$91.90</strong></td>
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<td>Business Travel</td>
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<td><strong>TOTAL VISITORS</strong></td>
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<td><strong>$137.00</strong></td>
<td><strong>$146.60</strong></td>
<td><strong>$167.10</strong></td>
<td><strong>$201.40</strong></td>
<td><strong>21%</strong></td>
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**Last Update:** September 1, 2017

**Methodology Notes:**

- $^a$: Methodology and historical data revised in 2016-17
- $^b$: Methodology for data collection was adjusted in 2016-17 to more accurately segment General Touring and Outdoor Adventure visitors. This adjustment must be taken into account when considering historical comparisons.
Appendix D
Project Team Biographies
Helmut Epp (President, Yellowknife Historical Society)
Helmut Epp was head of the NWT Centre for Geomatics/Remote Sensing for 21 Years until retirement in 2011. Before joining the GNWT Mr. Epp spent ten years in Africa as a Research Scientist working in the use of spatial data for agricultural development, wildlife management, forestry management, and land use development. He is the President of the Yellowknife Historical and does quite a bit of volunteer work for the Ragged Riders Snow Board Association at the Bristol Pit in Yellowknife.

Ryan Silke (Vice President, Yellowknife Historical Society)
Historian Ryan Silke was born and raised in Yellowknife. He has spent most of his adult life exploring the north for material remains of human activity on the landscape, documenting old mines and prospecting camps, and abandoned settler and indigenous communities. A founding member of the Yellowknife Historical Society, Silke now works as a curatorial assistant at the Prince of Wales Northern Heritage Centre. He has published several books on local Yellowknife history.

Walt Humphries (Past President, Yellowknife Historical Society)
Mr. Humphries graduated from Haileybury School of Mines in 1969. He took further studies at Michigan Technological University 1971 and Queens University 1972. Walt runs a contract and consulting business in mineral exploration, based out of Yellowknife since 1974 and is an independent prospector who has worked on projects across NWT and Nunavut. Walt is not only a northern artist and a writer of a weekly newspaper column ‘Tales from the Dump’, but he also teaches prospecting courses in the NWT and Nunavut for territorial governments.

Tracey Bryant (Coordinator, Yellowknife Historical Society)
A multi-media artist in Yellowknife, Tracey has been coordinator of the Yellowknife Historical Society since 2012. She is the organizer of the Beer Barge festival, and past coordinator of Folk on the Rocks music festival in Yellowknife.

Eddie Paul    AScT
Mr. Paul, Métis, has a wealth of knowledge in the Engineering and Trades. He is an experienced tradesman with an extensive list of certificates and educational and professional accomplishments to be the Project Manager: Civil Engineering Technologist, Red Seal Journeyman Welder, Blue Seal Journeyman, Mine Supervisor Level II, CWB Welder, and CWB Inspector Level II. Eddie was born and raised in Yellowknife and has ties to the land in the Northwest Territories.

John Clark    P. Eng.
Mr. Clark is a Civil Engineer with over thirty years of experience, twenty-five of which has been spent in the NWT and Nunavut. He has lived in Yellowknife since 1981. John has extensive experience in Northern civil and environmental projects including work on various abandoned mines, fuel facilities, water supply and treatment plants, roads, environmental assessments and remediation, and building site grading. He is a member of the Association of Professional Engineers, Geologists and Geophysicists of the Northwest Territories (NAPEGG) and the Association of Professional engineers of Yukon (APEY). He is a past President of NAPEGG and President of the Consulting Engineers of the Northwest Territories (CENT).

Wayne Guy of Guy Architects    NWTAA, PP, OAQ, FRAIC, PRINCIPAL
Mr. Guy has fifteen years of project experience in residential, commercial and institutional projects throughout Canada’s north. Since 1990, GUY ARCHITECTS has completed design, costing and contract documentation for over one hundred and eighty building projects.
Appendix E
Five Year Financial Forecast
## INCOME AND EXPENSE PROJECTIONS

### Yellowknife Historical Society 2018

#### Development Phases 1 and 2  Operating Years 5 Year

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<th>YEAR 2</th>
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<th>YEAR 4</th>
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<td>Inkind Services</td>
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<td>Rental space</td>
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<td>Other Fund Raising Activities</td>
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#### EXPENSES

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<td><strong>Operating Costs</strong></td>
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<td><strong>Facility Improvements</strong></td>
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<td>Start-up Costs (gift shop, tea room)</td>
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#### PROFITS/LOSS

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<td>Parking Lot</td>
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<td>Outdoor Display Upgrades</td>
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<td>Exterior sheeting, asbestos removal, new siding</td>
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As per budgetary estimates provided by Paul Brothers Nextreme, GAP Electric, and Kasteel Construction.
Appendix G
Promotional Brochure
How Can YOU Help?

REQUEST FOR DONATIONS

The Yellowknife Historical Society is currently renovating the old Giant Mine Recreation Hall to turn it into a museum and interpretive centre. We have refocused our mandate to put more emphasis on Yellowknife’s history in general, as well as its mining and geological heritage.

Once completed, our center will be called the Yellowknife Community Museum. It is located on beautiful Back Bay between the sailing club and the city of Yellowknife’s Giant Mine boat launch so we anticipate this will become a major tourist area and resource facility for the city in the summer as well as winter seasons.

The centre already has a new roof and cement foundations. We are now preparing to replace the walls, windows and doors. Mechanical and electrical systems will then be added and the interior will be completed to receive and house the displays.

We hope to have this centre up and running in five years but to do that we need to raise approximately $150,000 a year.

To achieve our goal we are asking for your help.

- You can become an Individual Member with a donation of only $20
- Become a Business Member with a donation of $500
- Be a Corporate Member with a donation of $5,000

Accumulated Donations are recognized as:
- GOLD donor: $50,000
- PLATINUM donor: $100,000
- DIAMOND donor: $200,000 (and over)

All donations, big or small will be recognized on our donation wall including in-kind donations. All donations over $20 are eligible to receive tax receipts.

Yellowknife needs a museum and interpretive centre to highlight local history and heritage, including its mining history and its unique geological setting.

Outdoor display

In 2014-15 over 85,000 tourists visited the NWT and most visited or passed through Yellowknife. Our tourist numbers, particularly those who want to view the Northern Lights just keep growing. There is an increasing need for more tourist-centered venues in Yellowknife. Our museum and interpretive centre will certainly become a place of interest to those who want to know more about Yellowknife’s rich history and heritage. It will also serve as a beautiful venue for meetings and gatherings in a unique setting.

So, let’s work together and build something we can all be proud of.

Visit: www.yellowknifehistory.com for more info!
Appendix H
Newsletter and Media Clippings
SOCIETY ANNUAL GENERAL MEETING

The Annual General Meeting was held on October 4, 2018 at the Baker’s Centre. An update on the museum construction was provided plus a slideshow of the work progress this summer to continue renovations to the historic Giant Mine recreation hall. Thanks to all who attended!

At a recent board meeting a new executive was chosen: Walt Humphries, president of the society since 2002, has stepped down, but will remain on the executive in an advisory role during this time of transition. Helmut Epp was named president, Ryan Silke vice-president, and David Finch secretary-treasurer.

MUSEUM CONSTRUCTION COMPLETED!

Construction is wrapping up for the season at the Giant Mine recreation hall building, the proposed museum exhibit facility. During July to November 2018, Paul Brothers Nextreme Inc. completed a $185,000 contract to remove asbestos, repair exterior walls, and install new windows, doors and siding. The results look fantastic! Eddie Paul and his crew are to be commended for a job well done.

The project was supervised by Society executive Walt Humphries, Helmut Epp, Ryan Silke and coordinator Tracey Bryant. This is a major step forward as repair of the exterior has been a significant holdup in moving forward with the museum construction. Funding for the project was provided in part by the Government of the Northwest Territories, Industry Tourism and Investment.

The next phase of renovations will require a significant investment. We are currently completing application forms for new government grants, including the Federal Government’s ‘Canadian Northern Economic Development Agency’ (CANNOR) and the GNWT’s ‘Community Tourism Infrastructure Contribution Program’ to complete all remaining construction, including: insulation, electrical, mechanical, parking lot, landscaping, fire suppression, security, and displays.

Costs are projected to run up to $1.1 million. As we may not receive this entire amount, we are canvassing local businesses to help raise any additional funds. A ‘Business Plan’ is available for download at our website that outlines the project in more detail.
COMING EVENTS – A “WHAT IF” History of Yellowknife

Presented by Ryan Silke
Historian, Yellowknife Historical Society

From rocks to riches... Yellowknife’s success has been in part thanks to the minerals beneath our feet. But what if the gold credited with kick-starting the community back in 1934 never existed? What if the city lost its bid to become capital of the NWT in 1967? What if the diamond deposits that have sustained our economy for the past twenty years were never found? This unconventional talk looks at the keystone events in Yellowknife’s history and then discusses the consequences on the community if they did not happen. Presented in support of the Yellowknife Historical Society’s community museum project at Giant Mine.

Everyone is Welcome!

7:30pm Wednesday November 21, 2018
Prince of Wales Northern Heritage Centre

Public Lecture Sponsored by Northwest Territories and Nunavut Association of Professional Engineers and Geoscientists (NAPEG).

ABOUT THE MUSEUM PROJECT

The Yellowknife Historical Society envisions the museum site at Giant Mine as a place that celebrates all aspects of Yellowknife’s interesting history, from its Indigenous stories, geological setting, prospecting, the industrial activities of the gold mines, and the pioneer entrepreneurs that began the town in the 1930s. Inside we will be displaying mining and Yellowknife history and that should broaden its appeal and increase the number of visitors.

Yellowknife Historical Society
Box 1856 Yellowknife NT X1A 2P4
www.yellowknifehistory.com
info@yellowknifehistory.com

Museum building November 2018
The Yellowknifer  August 8, 2018

Yk Historical Society's $1.5M museum in works

Windows, doors to be added by end of summer
as part of ambitious plan at Giant Mine

by Brendan Burke
Northern News Services

A non-profit heritage group's long-running
dream of turning a piece of the city's past
into a multi-use museum is one step closer to
becoming a reality.

The Yellowknife Historical Society - a newly re-branded collective committed to the
preservation of Yellowknife's cultural, economic and natural history - has kicked
off construction at the former Giant Mine
recreation hall.

It's a once-bustling community hub the
society hopes to transform into a museum
and interpretive centre.

Since late July, local contractors - over-
seen by Yellowknife Historical Society presi-
dent Walt Humphries and secretary-treasurer
Ryan Silke - have worked to remove weather-
wnorn wooden siding and hazardous material
from the red-roofed rec hall, which sits near
the Giant Mine site and the Great Slave
Cruising Club's boat launch.

Built in 1933, the recreation hall was the
go-to leisure spot for Giant Mine workers
and staff living at the townsite.

The latest phase in the hall's face-lift,
Humphries told Yellowknifer, is a crucial step
in the society's bid to breathe new life into
storied space.

"Once we get the walls done then we've
got the building enclosed and it's weather-
proof, then we can work on it in the winter
and in the summer. Before we didn't have
power and we didn't have heat. That's why
it's important," said Humphries, who is also a
Yellowknifer columnist.

The current construction is part of the
society's ambitious $1.5-million plan to
transform the aging recreational hall into a
museum that showcases Yellowknife's local
history - mining and more - complete with
a planned exhibit hall, tea room, library and
gift shop.

The Yellowknife Historical Society hopes
to complete the project by 2020.

With two to three years of work ahead,
the initiative is still in its infancy, but the
society plans to install new windows, doors
and siding to the rec hall by the end of
the summer.

"Once the exterior is complete, it's
on to the inside.

"After the walls are done, then we can
start on the electrical and the interior of
the building," said Humphries.

While construction is well underway,
the project's completion hinges on the on the
support of private and government sponsors.

"We're dependent on funding and we're
hoping to get it done in two or three years.
If the money comes in it'll be done fast; if it
doesn't it'll be done slower," he said.

Recent progress on the project follows
years of hiccups and false starts. The Yellow-
kine Historical Society - formerly dubbed
the NWT Mining Heritage Society and YK
Spirit - made repairs to recreation hall's roof
and foundation in 2007 and 2010, but remedi-
ation work at the Giant Mine site stalled
development for 10 years.

Now, with the completion of new win-
dows, doors and siding a month or so away,
Humphries hopes to fill the revamped rec
hall's walls with markers and memorabilia
of Yellowknife's rich past - and in doing
so, he aims to fill a demand.

Aside from the Prince of Wales Northern
Heritage Centre, which focuses of the history of
NWT as a whole, Humphries said there, "is
no Yellowknife museum."

"When people come up here they want to
see some of the local history and some of the
local colour - that's what we plan to concen-
trate on," he said.

"There is no group that's preserving
Yellowknife history and local history and
that's what we're doing."

While the Giant Mine remediation process
will continue near the site of in-the-works
museum, Humphries said he doesn't expect
it will interfere with the museum's develop-
ment. He also stressed the proposed museum
will stand well away from any potentially
contaminated land.

As for what Yellowknifers think of the
society's plan to re-purpose the rec hall,
Humphries said he's received positive feed-
back.

"People are supportive and enthusiastic."
Historical Society looks to future

Non-profit needs $1.5M to complete project at Giant Mine site

by Brendan Burke

With a new name and look, a non-profit collective dedicated to preserving Yellowknife's past is forging ahead with an ambitious plan to breathe new life into a once-forgotten community hub.

"We're re-launching and re-branding and we want people to get excited about saving history," said Yellowknife Heritage Society president Walt Humphries during a meeting at Prince of Wales Northern Heritage Centre Thursday.

Along with the unveiling of an updated brand that reflects the group's evolving vision, Humphries announced the dozens of history buffs and community members who showed in attendance that after years of hurdles and false starts, the organization - formerly known as Spirit YK and the NWT Mining Heritage Society - will soon break ground on its big plan to turn the old Giant Mine recreation hall into a heritage museum by 2020.

"Finally, with some certainty, we can say, if the money comes in, we can get this thing up and running and start something stopping us," Humphries told Yellowknife.

Faced with the prospect of losing the halls to a mining company in the 1990s, Humphries and a group of like-minded activists asked, "How do we save some of Yellowknife's history?"

Their answer – salvaging a myriad of mining tools, equipment and artifacts from each of the operations and giving them a home in a large collection of mining-related materials and memorabilia.

"We said OK, we're saving all this stuff, now what do we do with it? Well, we're going to set up displays and find a centre for it," said Humphries.

The Giant Mine site, Humphries said, was soon eyed as a viable and appropriate location for the proposed museum dedicated to Yellowknife's history and mining past.

Over the last three years, the price tag for the project has hovered around $1.5 million, which is the target amount the society is looking to raise.

With the site of the new museum, a close drive from the city's downtown, the society hopes its presence will encourage tourism and act as a "cultural touchstone for the social, industrial and geologic heritage of Yellowknife," its website states.

"We're re-launching and re-branding." Walt Humphries

"With the site of the new museum, a close drive from the city's downtown, the society hopes its presence will encourage tourism and act as a cultural touchstone for the social, industrial and geologic heritage of Yellowknife," its website states.

Walt Humphries, president of the newly-revamped Yellowknife Historical Society, says by bringing the past and present with a new museum, life - and one's purpose within a place or city - is given more meaning.

Celebrating the Sixth Annual
Yellowknife Grand Prix
Saturday May 26th

Calling All Racers!

Spaces are Limited so Sign up NOW!

Races will take place all day from 10:00 am to 4:00 pm and will include a costumed parade, a costume contest, a 5k fun run, a 10k road race, and a 50km road race.

For more information, contact us below:

Phone: 867-873-8230 | Email: admin@nwtscdc.net

We are also located in the lower level of the Scotia Center.
Appendix I
Sponsorship Summary
Yellowknife Historical Society
Sponsorship, Grants, and Donations 2004 to 2018

### Business Memberships

<table>
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<tr>
<th>Business</th>
<th>Amount</th>
<th>Organization</th>
<th>Amount</th>
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### Donations (Quantifiable)

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### Grants

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Donations (In Kind or Unquantifiable)

Gabriel Decorby
Lou Covello
Jim Pook
Tony Keen
Derek Weir
Stewart Weir McDonald
Quality Furniture
Newmont Mining
INAC Minerals
Great Slave Lake Helicopters
Coneco Equipment
Braden Bury Expediting
Arctic Sunwest
Air Tindi
Adam Dental Clinic
Maureen Hall
Ed Hoeve
Wayne Guy Architects
GAP Electric
Ahmik Air
City of Yellowknife
Long John Jamboree
NWT & Nunavut Chamber of Mines
Northern Frontier Visitors Centre
Ian Gilchrist

Dave Lovell
Walt Humphries
Ryan Silke
Gord Piro
Susan Mather
Patricia Rapley
Bill Robertson
Glen Warner
Brian Yurris
Cliff Heal
Joe Chorotowski
Blair Weatherby Trucking
Rick Muyres
Alex Deborgorski
RTL Enterprises
Giant Mine Remediation Project
Yvonne Quick
Dave Smith
Frank Hurcomb
Robert Carroll
Diane Baldwin
NWT Geological Survey
Helmut Epp
John Clark
Aurora Geosciences
Mike Vaydik
Appendix J
Revenue Stream
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* March 31 fiscal year end