

August 10, 2020

Dear Mayor and Council;

I am writing this letter in support for MacBride Museum's continued presence in the Whitehorse community. As a long-time member, and the newest member on the Board of Directors, I am compelled to raise my voice on the ongoing issues regarding the cessation of tax abatement for the museum.

When I was a new mother, I valued MacBride Museum as a place to take my young child. The museum gave us an outing that both of us could enjoy, and now he loves it as much as I do.

The museum's building addition has significantly enhanced the downtown landscape, and its prime location serves to enrich this vital section of the waterfront. The museum serves as an open and inviting building for Yukoners, their visitors and tourists alike. Keeping the museum open encourages people to continue visiting the area throughout the year. It also reduces littering, vandalism, and/or safety concerns for those living and working in the area.

As one of the few venues to remain open during the pandemic, any and all support is essential. With visitor numbers greatly reduced due to the current situation, and the inability to garner new revenues through other opportunities, MacBride, like many business, be they private public or not for profit, needs support.

Our City needs to be concerned and come up with innovative solutions to prevent further loss in employment, increase foot traffic, and vitality to the downtown core. Yukoners more than ever need opportunities to get out, to see and do activities that are safe, to feel a connection with their neighbors and their community.

I find it difficult to understand why the decision was made to start taxing the museum after all these years of abatement. As stated many times over from the Board, tax abatement is a common practice for museums across the country as they serve to enrich their communities with mandates not meant for garnering profits. MacBride's specific mandate to showcase Yukon history is really priceless, our pride comes from the beauty of our land, the uniqueness of the people and the richness of our stories.

I respectfully ask that Mayor and Council reconsider this decision so that MacBride can continue to focus its limited resources on serving Yukoners for the better.

Yours truly,

Andrea Cook