

Taku Sports Group
309 Main Street
Whitehorse, Yukon
Y1A 2B3



September 5, 2019

City of Whitehorse
Attention Mayor & Council

Re: MacBride Museum-Property Taxes

Dear Mayor and Council:

We hope that you recognize the value of MacBride Museum to our City and our territory and that you will continue to grant tax exemptions to this valuable community asset.

I'm sure that you know that Yukoner Appreciation Day is now one of the most important retail days of the year for downtown businesses. When I launched this years ago as a Main Street wide event, MacBride was a staunch supporter, recognizing what this event could do for our City.

Today we continue to build our partnership with MacBride. The museum has brought in both ourselves and Skookum Brand Parkas to partner with their Cold Room exhibit. This is not only a fascinating snapshot for our visitors so that they understand our cold culture but it is also an exemplary marketing opportunity to showcase a local manufacturer and Coast Mountain as a local retailer.

Since we speak to tourists daily, we know that MacBride is a very important destination. Years ago when I participated in the Main Street Yukon Tourism and Visitor Development Study done by Vector Research and Halliday & Company, MacBride was one of the top five destinations of visitors to our City. I'm sure that today, with their fascinating expansion that this still holds true.

MacBride Museum is an important business supporter and an important cultural and tourist destination for our City. My husband Craig Hougen and I would fully support forgiveness of all outstanding taxes and penalties and 100% tax exemption going forward.

Sincerely

MJ Warshawski
Owner, Taku Sports Group