

Patricia Cunning
Executive Director
MacBride Museum

April 5, 2021

Ms. Cunning,

Thank you for reaching out on behalf of MacBride Museum with your questions for the Yukon Liberal Party.

A re-elected Liberal government is committed to continuing COVID-19 supports for as long as needed and to supporting a healthy non-profit sector going forward. This includes creating the Culture and Tourism Non-Profit Sector Support.

With regards to marketing in the short term, we have created the Great Yukon Summer campaign. It will provide tourism operators with a much-needed boost for the summer season, and Yukoners with an opportunity to stretch their legs and explore. Some exciting aspects of the program are:

- Incentives for Yukon tourism operators to offer Yukoner Rates for tourism products and services for summer 2021 through additional funding opportunities.
- Access to the Yukon government's marketing agencies to Yukon businesses to help them build campaigns to maximize the attraction of Yukoners in the summer of 2021.
- Establishing a \$500,000 fund for Yukon organizations to hold local events in the summer of 2021, and
- Support for the Mountain Music Festival, to take place in fall 2021, with MacBride Museum.

We will work with each Yukon community to make sure that all COVID-19 precautions are met and they are ready to accept new travellers.

Over the longer term we will continue to market locally, nationally and in established international markets, and we are always looking to improve tourism related data collection.

Though the tax issues you raise are between the City of Whitehorse and MacBride Museum, we appreciate the value that your organization provides to Yukoners and to businesses. As such, we were pleased to work with you to find a solution to this issue in February 2021, with a funding agreement that resolved the tax issue and provided direct benefit to Yukoners over the next 3 years for the amount of \$217,000. Direct benefits included supporting Yukoner Days and providing access to MacBride produced videos at Yukon's Visitor Information Centres, among other things. Our agreement also includes additional funding over the next 3-years from the Yukon Tourism Development Strategy directed towards boosting winter tourism.

If re-elected, we are committed to releasing the first ever Creative and Cultural Industries Strategy. Within that strategy will be a commitment to modernizing and updating Yukon's museum policies, as well as to modernizing and streamlining funding supports for the creative and cultural industries sector.

As a government, we made the decision to no longer provide funding for the waterfront trolley. The concept of the trolley was originally proposed as a financially self-sufficient trolley, which was never realized. Given the current fiscal framework and numerous financial pressures, we are not committing to funding future operations.

Thank you for taking the time to reach out to us.

Sincerely,



Sandy Silver
Leader, Yukon Liberal Party