

**Arctic Development  
Library**

**Tourism Business Opportunities Study - Fort  
Mcpherson, N.w.t. (2 Copies)  
Date of Report: 1992  
Author: Mike Freeland & Associates  
Catalogue Number: 11-52-9**

11-52-9  
CS

**“TOURISM BUSINESS  
OPPORTUNITIES STUDY  
FORT McPHERSON, NWT”**

May 1992

## EXECUTIVE SUMMARY

The Department of Economic Development and Tourism responded to the interest shown by McPherson residents and funded the following study. Tourism potential in Ft. McPherson was evaluated and five Business Plans for opportunities which had good potential and were acceptable to the community were detailed.

“Mike Freeland and Associates,” with input from Mike Bell of “Inukshuk Management Consultants” and David Hall of “Economic Planning Group,” were selected to complete the study.

The work was completed in separate documents; --the first being "Tourism Business Opportunities Study". Chapters included Markets; Community Concerns; Skill Levels/Training; Favorable and Constraining Factors Affecting Tourism Development; Financial and Technical Resources; Criteria for Selecting Tourism Opportunities; and Implementation: the Team Approach.

The second set of documents included five individually bound Business Plans.

The preparation for, and actual signing of the all important “Gwich’in Land Claims Settlement” took place during our study process. Interest and participation during our three separate community visits was, nonetheless, very good.

The initial steering committee was expanded to ten members to ensure wide representation from the community. Two community liaison contacts ---James Martin and Piet Van Loon worked closely with the consulting team throughout the study process, and ensured maximum community awareness and participation.

The second community visit included a participatory workshop using the “Story Boarding Technique” and a facilitator. A list of potential “Tourism Business Opportunities” and “Tourism Enhancement Support Projects” was discussed, and in turn prioritized, by community participants.

Five Tourism Business Opportunities selected from an initial list of twenty-five were detailed under separate cover as Business Plans are:

1. **Arts and Crafts** - The #1 tourism business opportunity selected by McPherson residents for the community. The further development of an already active arts and crafts community is important for many reasons including supplementing existing as well as potential businesses.  
  
Suggested components included a) to establish an active sales outlet, and b) to encourage individual and “group” crafts production.
2. **Peel River Boat Tours** - With relatively low capital investment it has good potential, offering Peel River based outfitting activities with a potential option of a small sport hunt operation later in the fall. The business plan could be utilized by the existing “Dempster Patrol Outfitters” and could complement other recommended opportunities.
3. **Dried Meat/Dried Fish** - As most families prepare dry meat and fish, and sell to friends and visitors, this business plan outlines expanding sales opportunities. An ideal part-time “family” cottage style business requiring little capital investment. Department of Health must be involved from the outset to ensure quality of product.

- 4 . **Gwichin Cultural Camp** - There is a high demand for a quality, traditional cultural camp depicting early Gwichin life: food, tools, crafts, lodging, boats, clothing - all in a natural setting with both road and water access. A suggested multi-phased project to be slowly developed over a number of years is an ideal project for the Band. The cultural camp could complement and/or operate in close **cooperation** with other recommended business opportunities.
5. “ **Bed and Breakfast** - A high demand for an economical "B&B" service combined with a low level of required capital funding make this an ideal family or “elderly couple” opportunity. Decor and atmosphere with tradition emphasis add to attractiveness and potential spin-off craft sales. Suggested requirements to ensure a quality "B&B" must be met.

The five, separately bound, **Business Plans** are designed to provide an easy to follow “step by step” process. Plans are detailed under various headings and reference given for additional assistance and support.

Of twenty-two **Tourism Enhancement Support Projects** identified, the following are considered priorities:

1. **Central Tourist Information** - Although there is an information centre at “8 mile”, a central information booth in McPherson would attract more visitors to the tourist information, booking service, art/craft sales, dried fish meat sales, and may complement existing facilities (ie canvas shop).
2. **Signage** - As there is little signage in the Community or on the road system, potential tourists may not be aware of services and attractions in the community. Historical cultural signage would complement information signage.
3. **Dock and Boat Ramp at Peel River Crossing** - Would benefit Peel River outfitters, tourists and residents alike as this is presently the main water access in the area.
4. **Fix Road to <sup>m</sup>Last Dock” or Alternative Peel River Access** - Would also benefit outfitters, tourists and residents providing river access close to the community.
- 5 . **Heritage/Mini Museum Interpretive Centre** - Ft. McPherson, as the centre for the Gwichin culture, is an ideal location for such an Interpretive Centre. Space in an existing building such as the new Gwichin offices may be appropriate.

The study outlines a “team approach” to tourism development with the goal to maximize benefit to Ft. McPherson residents. Both suggested “Tourism Business Opportunities” and “Tourism Enhancement Support Projects” should be developed to complement and enhance each other. We encourage the concept of interested residents traveling to, and experiencing similar businesses and enhancement projects in other communities.

The attractiveness of Ft. McPherson as a centre for the gwichin culture with surrounding natural attractions of the Peel River and Richardson mountains, the Ft. McPherson Tent and Canvas Shop and the community located on the Dempster Highway suggest the future for tourism potential is good. Implementation of suggested Business Opportunities is now up to interested individuals, families, groups or the Band. Implementation of Tourism Enhancement Support projects will be largely dependent on the energy and effectiveness of groups such as the "Tetlit Gwichin Tourism Society.

## TABLE OF CONTENTS

### "TOURISM BUSINESS OPPORTUNITIES STUDY - FORT MCPHERSON"

	PAGE
1. COMMUNITY BACKGROUND	1
2. METHODOLOGY	5
3. RESOURCES	10
4. MARKETS	14
5. COMMUNITY CONCERNS	18
6. SKILL LEVELS - TRAINING	19
7. FAVORABLE AND CONSTRAINING FACTORS EFFECTING TOURISM DEVELOPMENT	20
8. FINANCIAL AND TECHNICAL RESOURCES	21
9. CRITERIA FOR SELECTING TOURISM OPPORTUNITIES	22
10. TOURISM BUSINESS OPPORTUNITIES AND TOURISM ENHANCEMENT SUPPORT PROJECTS	23
• Introduction	
• Description:	
a) Tourism Business Opportunities	24
b) Tourism Enhancement Support Projects	30
11. BUSINESS PLANS:	34
Introduction	
Five Business Plans Bound Separately From This Report:	
#1 Arts & Crafts	
#2 Peel River Boat Tours	
#3 Dried Meat/Dried Fish	
#4 Gwich'in Cultural Camp	
#5 Bed & Breakfast	
12. IMPLEMENTATION: THE TEAM APPROACH	36
13. SUMMARY	37

14. APPENDICES:

- A. Summary of Tourism Business Opportunities
  - Concerned Parties
- B. Summary of Tourism Enhancement Support Projects
  - Concerned Parties
- c. Tourism Study Updates    #1 Dec. 11, 1991  
   #2 Jan. 13, 1992  
   #3 Feb. 10, 1992
- D. **Inuvik Visitors Centre 1991**
  - Tally Sheet Summaries
- E. Dempster Highway Visitors Centre 1991
  - Tally Sheet Summaries
- F. **Nitainlaii Territorial Campground Ft. McPherson 1991**
  - Tally Sheet Summaries
- G. “Comparative Statistical Campground Data”  
Chuk and Nitainlaii Campground
- H. Origin of Vehicles - Peel River (Ft. McPherson) Ferry
- I. Growth in Vehicle Traffic 1987-1991
- J. NWT Visitors Centre Dawson City Y.T. 1991-  
Victoria Place of Origin - Guest Book Signature Counts

# 1.

## COMMUNITY BACKGROUND

Fort McPherson is located 1/2 mile off the Dempster Highway 180 km from Eagle Plain Yukon and 185 miles km from Inuvik N.W.T. The community is 12 km from the Peel River crossing and 57 km from the MacKenzie River crossing at the community of Arctic Red.

Fort McPherson became a Hamlet in 1986 and approximately 850 Gwich'in and Metis people and 50 non-natives live in the Hamlet. They are governed by a Joint Council composed from Band Council and Hamlet Council.

Six Band Councillors are elected every two years. The Hamlet holds elections each year for four positions and another four alternate in the second year.

The Teetl'it Zheh Indian Band also has an Incorporated Band which has responsibility for the general welfare of its members.

The Band hosts a large Music Festival at Midway Lake each year in early July which draws close to 6,000 people. A community assembly is also held in summer for Band members. The Band has also been active in developing the Gwich'in Language and Cultural Program over several years.

The Hamlet of Fort McPherson has responsibility for municipal services, including recreation and maintains a complex with a large indoor rink used for hockey and figure skating; a large community hall and a small outdoor pool. A by-law officer is responsible for dog control and other hamlet matters.

Private Business includes "the Northern" store with a grocery and dry goods store and the Teetl'it Coop owns a general store, gas bar, hotel and coffee shop, R.J.'s Bar, and the Ft. Mcpherson canvas shop.

Other businesses include: R. B. Septic Services (the sewage pump-out and garbage contractor), Lenny Enterprises (the water delivery contractor), Fort McPherson Industries (trucked freight depot), J.D. Taxi, Freddy Burke (Gravel Truck), Ferwood Industries (construction contractor and front end loader), Northern Backhoe Ltd. (heavy equipment and trucking contractor), Robert Blake Taxi, Clifford Vanelti (skidoo assembly for Northern), and the financial arm of Tetlit Gwich'in Band presently called Incorporated Band Ltd. but soon to be renamed Tetlit Gwich'in corporation, leases heavy equipment to Dept. of Transport for highway maintenance and leases office space to G. N.W.T. in the newly opened office building next to R. C.M.P.

There are a number trappers actively on the land this winter, while up to 25 women make quality crafts. Unemployment figures calculated to be 65% of employable population. Official count -122 men and 83 women with children are unemployed while 80 people are currently drawing unemployment insurance country foods such as fish, moose and caribou make up a good part of the diet.

The Governments of Canada and the Northwest Territories provide a variety of services including:

- Medical
- Police
- Education
- Public Works
- Social Services
- Alcohol Counseling
- Housing

CBQM, the local radio station, celebrated its 13th anniversary this year and is run by many dedicated volunteers and is a vital communication link for people on the land.

There are two established churches in town.

The Teetl'it Gwich'in are one group of Gwich'in speaking people who inhabit the area round the Peel River. Other Gwich'in speaking peoples of the Yukon and Alaska maintain contact.

The establishment of Dawson as a centre for the gold rush and therefore as a trade and supply centre, gave the Gwich'in an alternative source of supplies to those of the Fort McPherson Bay store. Many people, including some current elders, travelled by dog team regularly between McPherson and Dawson, hunting and trapping on the way.

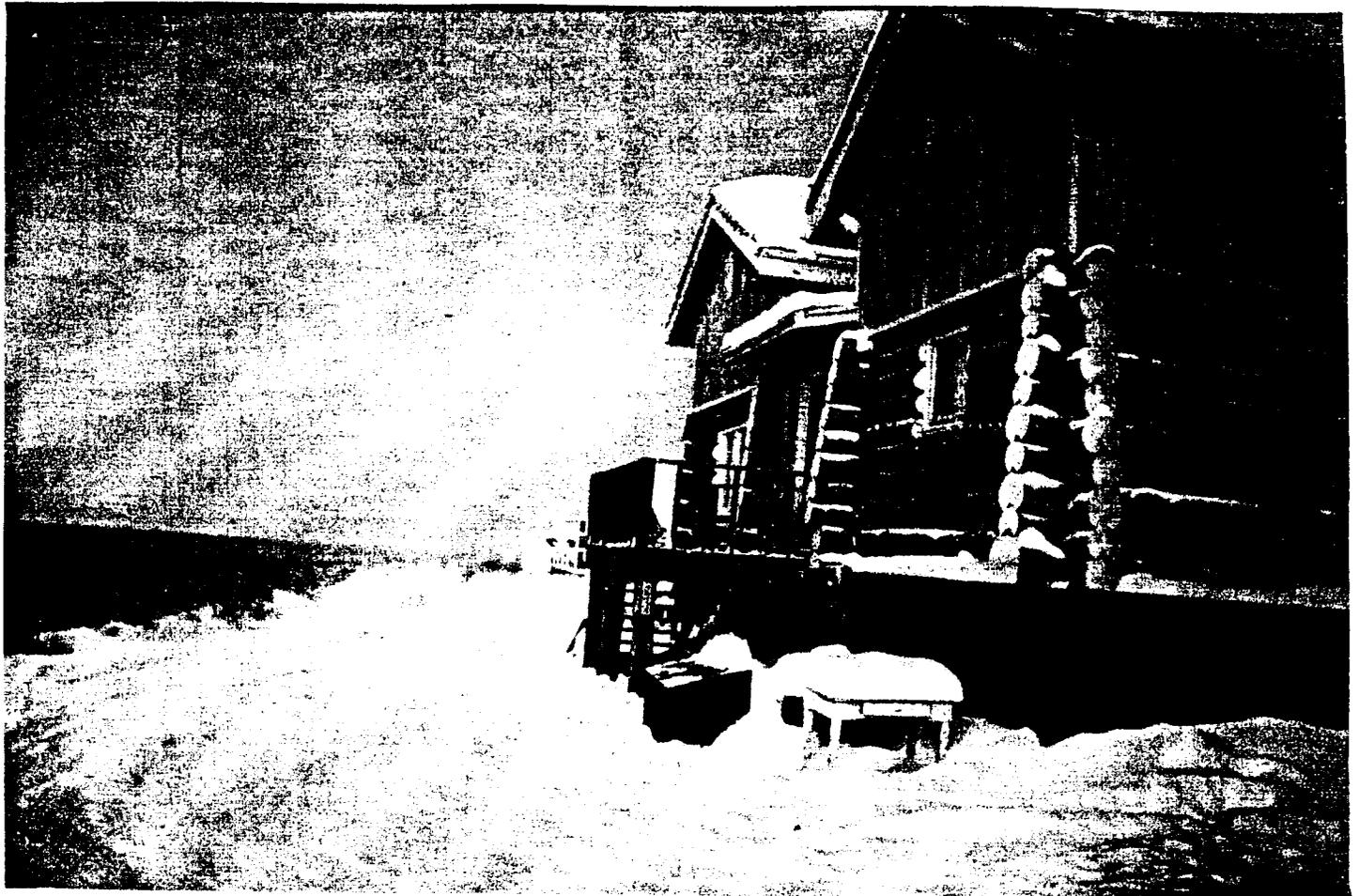
Treaty 11 was signed in McPherson in 1921.

The first steamboat docked here in 1890.

Two events recognized by most Canadians are “the Dawson Lost Patrol” and the hunt for the “Mad Trapper of Rat River - Albert Johnson”.

The Metis in Fort McPherson primarily of Scottish descent trace their origin back to the 1800's and the days of the Gold Rush, the fur trade period and the establishment of the Hudson Bay posts. The men from these groups married into the Gwich'in community and were accepted by the large extended families.

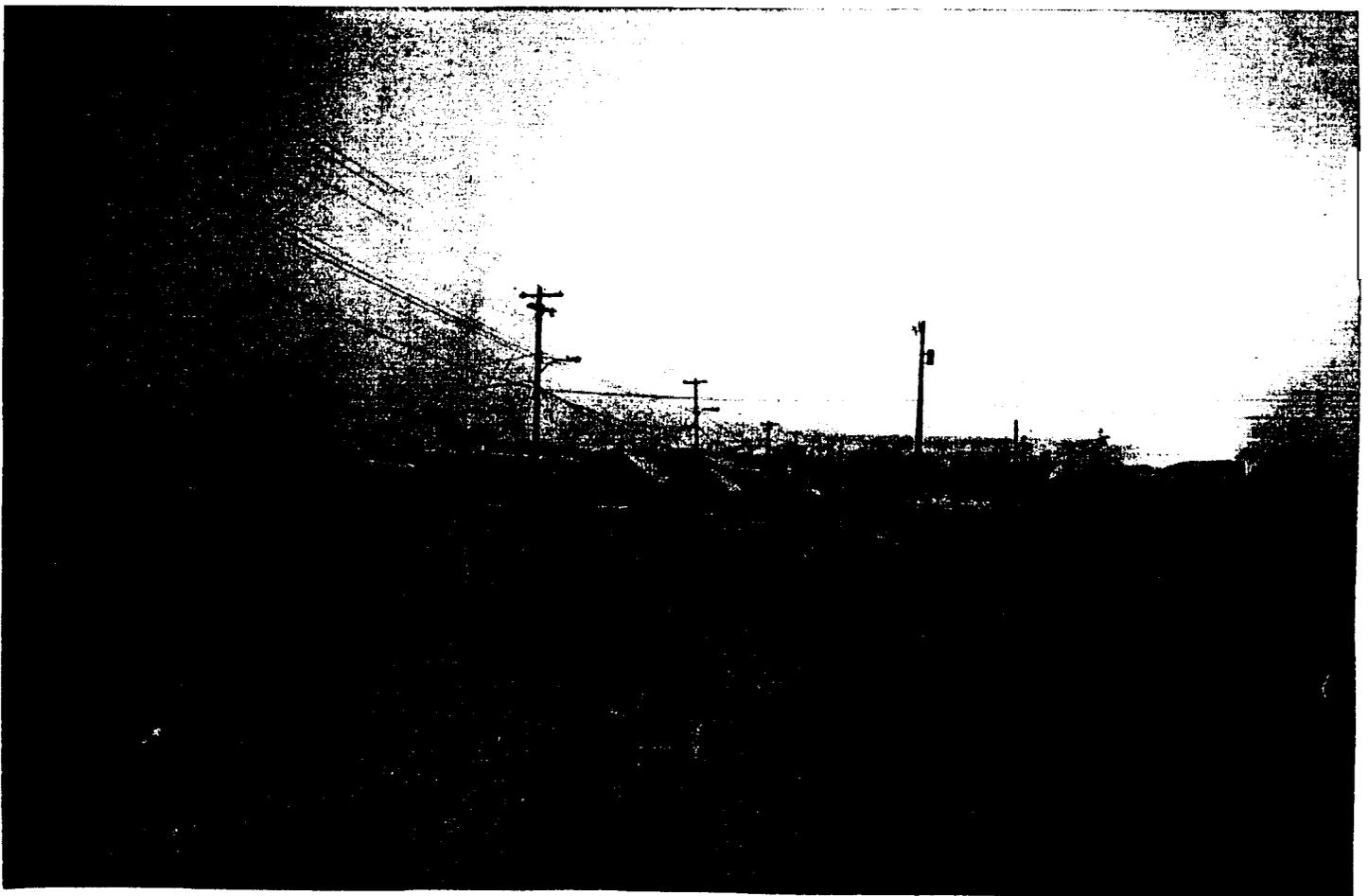
Recent business failures include the Caribou Motel, a gas station which closed because it was faced with new competition in gas sales at what is now Co-op gas bar. Some people who went into business to provide services for Hamlet ie: Water, Sewer, and Garbage contractors went out of business as they couldn't provide the high level of service required or because they were unsuccessful in bid for a new contract.



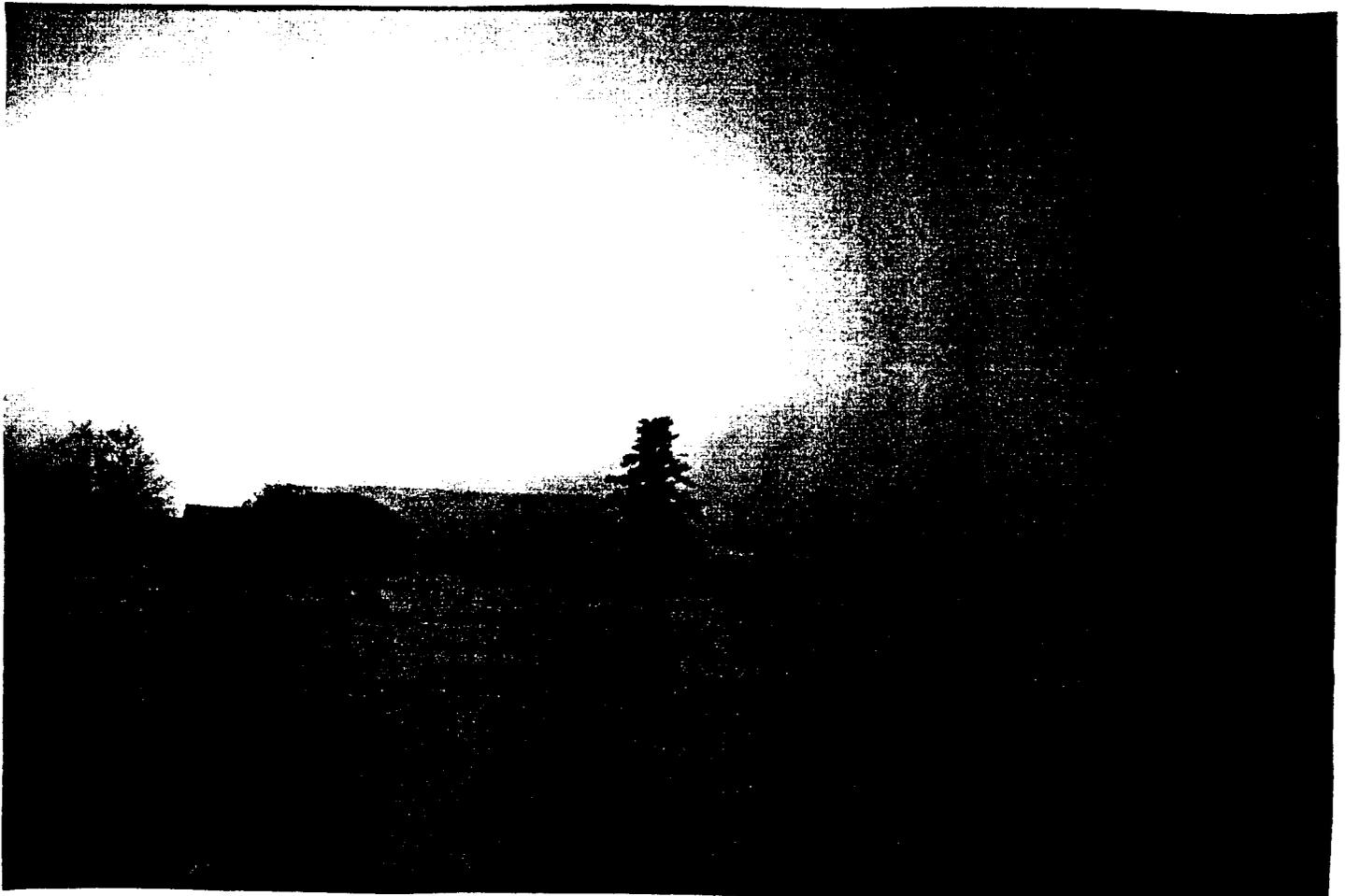
Log Home Crafted from Local Logs.



Co-op Hotel and Coffee Shop.



Main Street Fort McPherson (-40C).



Graveyard.

## 2.

## METHODOLOGY

The consultant met with representatives of the Dept. of Economic Development and Tourism Yellowknife and reviewed the project workplan.

- Research was initiated according to the agreed workplan.

Freeland travelled to Inuvik and, with the manager-Tourism Development and Parks spent 3 days in Ft. McPherson. An expanded IOMember study Steering Committee was selected and two community liaison representatives James Martin and Piet Van Loon were selected.

As the study took place during the winter it was difficult to gain a complete idea of the appeal of the area. We did walk all streets and viewpoints of the town and visited 8 mile campground, road to "last dock" and both the Peel and MacKenzie River Crossings.

During a Dec. 4 th public meeting both steering committee and interested community residents offered general comments on Tourism as well as what type of Tourism they wanted or did not want.

Various individuals and groups both in Inuvik and Ft. McPherson were met by the consultants in an attempt to maximize input from the community.

The community liaison consultants contacted interested groups and individuals with two questions:

- 1.) Tourism - What do we want?
- 2.) Tourism - What don't we want?

Resources and points of interest were identified on a map; Tourism updates were announced via the local radio station on a regular basis; and the following January meetings and Tourism workshops were planned and publicized.

Regular Tourism Study updates were published - Dec. 11, Jan.13 and Feb.10 summarizing the project to date, notification of meetings and project milestones. Updates were distributed to the steering committee and Dept. of Economic Development and Tourism.

Consultant Mike Freeland and workshop Facilitator Mike Bell travelled with the Manager - Tourism Development and Parks Inuvik and Planning Coordinator, Tourism and Parks, Yellowknife (Dept. Economic Development and Tourism) to Ft. McPherson Jan. 21,22/92.

A presentation to the joint Band and Hamlet Councils took place Jan. 21 and questions from both the public and the councils were fielded.

Due to the Gwich'in Land Claims preparations conflicting workshops prevented maximum community participation in the two (2) workshops scheduled for Jan. 22. The Afternoon workshop was cancelled and the planned 7 hours of workshop discussions were condensed to 3 hours that evening with 14 community participants. Interest and feedback from those participants were excellent.

The reduced time frame may not have allowed all participants to thoroughly understand and/or discuss the range of topics. Some participants may not have previously experienced various opportunities and enhancement projects (ie: Bed and Breakfast; Sport Hunting; Historical Stories - "Mad Trapper" and "The Lost Patrol") and as such discussion was limited.

Participants were led through a series of discussions preparing for “opportunity” selection; these included:

- A description of Opportunities and Tourism Enhancement/Support Projects; and additional suggestions,
- "What does a Tourist Want/Need?"
- Creating Your Own Future
- Criteria for Selecting Opportunities
- Potential Resources
- What is a Supportive Environment?
- Favorable and Constraining Factors
- What Makes a Successful Business

“Tourism Business Opportunities” and “Tourism Enhancement Support Projects” are detailed in Chapter 10 Section by page #24 to 29.

Although the total listing and brief description of opportunities is attached a number of these we suggest may not be viable.

A number of these originally listed can be easily combined (Eg.: opportunity #1 (Peel River Outfitting) and #14( Sport Fishing); or enhancement projects #3( **Signage**) and #6( Documented Historical/Cultural **Signage**).

Priorized opportunity #27 "After Hours Gas and Food" maybe most economically developed with the existing Co-op gas and restaurant extending its hours in the summer to meet the need of Dempster highway traffic. We do not recommend a second, similar facility competing for the same market.

Each community participant was given 5 (five) dots and asked to dot the Opportunities of their choice, considering the selection criteria as discussed. The same process was completed again for the Tourism Enhancement Support Projects.

After reviewing the initial draft list of Tourism Business Opportunities, the workshop produced a list of tourism opportunities. In order of community preference Tourism Business Opportunities were:

<u>OPPORTUNITIES</u>	<u>VOTES</u>
• Arts/Crafts - Production and Sales	13
• Sport Fishing	13
• After Hours Gas and Food	9
• Boat Tours	8
• Dried Meat/Fish	7
• Gwich'in Cultural Camp	7
• Tire/Vehicle Repair	7
• Bed and Breakfast	4
• Sport Hunting Richardson Mountains	2
• Midway Lakes Music Festival	1
• Local Guides	1
• Gwich'in Dancers	1
• Student Exchange	1

All other potential development opportunities received 0 votes.

After reviewing the 18 draft **Tourism Enhancement Support** Pr- -5 additional projects were listed as a result of the community workshop. In order of community preference Tourism Enhancement Support Projects are:

<b><u>ENHANCEMENT SUPPORT PROJECT</u></b>	<b><u>VOTES</u></b>
• Central Tourist Information	10
• Heritage/Mini Museum Interpretive Centre	10
• Town Clean Up	9
• Road Dust Control	9
• Picnic Site/Playground	9
• Business & Tourism Training Position	7
• <b>Signage</b>	5
• Documented/Historical/Cultural <b>Signage</b>	4
• Corner Store	4
• Gwich'in Dancers	3
• Fast Food Outlet	2
• Boat Ramp & Dock at 8 mile	1
• Interpretive Site and Walking Tour Ft. McPherson	1
• Fix up of Community & Area Historical Buildings	1

All other Tourism enhancement support projects received 0 votes.

Of the Tourism Enhancement support projects considered during our overall study, five in particular we suggest are priorities: Central Tourist Information and Signage (including documented historical cultural signage), Dock and Boat Ramp Peel River Crossing and Road to "Last Dock" or Alternate Peel access closer to town and a Heritage/Mini Museum Interpretative Centre.

In producing the final suggested list of Tourism Business Opportunities and Tourism Enhancement Support Projects we have used the results of:

1. the community workshops from visit #2;
2. community research (James Martin, Piet Van Loon, and the Consultants);
3. other research by consultants David Hall and Mike Freeland;
4. feedback from other sources including various Government Departments.

A "draft" report was completed and copies forwarded to Economic Development and Tourism and the Steering Committee for review.

Mike Freeland and the manager Tourism and Parks Development - Inuvik travelled to McPherson where the draft document was reviewed with the Steering Committee. The consultant and the Steering Committee made a presentation to the joint Hamlet and Band Councils. The following morning interested Steering Committee members had further discussions and provided input on the draft study.

Mike Bell of "Inukshuk Management Consultants" Yellowknife facilitated the workshops during community visit #2.

David Hall of "Economic Planning Group" Victoria and Toronto had valuable input on the marketing component of Business Opportunities and in particular on the "Gwichin Cultural Camp" potential. Mike Freeland of "Mike Freeland and Associates" of Yellowknife managed the project and worked closely with the community liaison represents and the Dept. of Economic Development and Tourism.

The final report was completed in May 1992. The main body of the report "Tourism Business Opportunities Study" and the five Business Plans are bound separately.



FT. MCPHERSON COMMUN I T{ TOUR ISM WORKSHOP



FT. MCFHERSON COMMUNITY TOURISM WORKSHOP

The most important resources in terms of Tourism are:

1. The Gwich'in people - their culture & history
2. The Peel River, its tributaries and delta
3. The Richardson Mountains
4. The Dempster Highway
5. The community of Ft. McPherson

1. **THE GWICH'IN PEOPLE AND THEIR CULTURE**

In our estimation the Gwich'in people their rich culture and history may well be the greatest resource in Terms of Tourism. Numerous recent Tourism studies have shown that native people and their culture are high on the list of what visitors want to see and experience.

Aspects of the Gwich'in culture which if presented well could be of interest to tourists include:

- **change of life style** from subsistence - hunting/gathering to hunting/trapping
- variety of **accommodation** for different seasons; spruce bark teepee, skin teepee (some require 10 caribou skins); log cabins with sod roofs;
- **country food**- caribou; moose, fish, sheep, ducks, geese, ptarmigan, rabbits and eggs, roots, wild onions, willow and birch syrup and berries in season. Meat and fish might be dried, fried, boiled, baked, smoked;
- history of **transportation**: snowshoes, dog teams, pack dogs, birch bark canoes; moose skin boat, (elders in McPherson can recall the last locally made mooseskin boat 1923 and times when 50 families travelled down the Peel in 12 mooseskin boats - each boat requiring 8 to 14 moose skins!)
- birch bark and mooseskin boats, rafts, whaling boats, long boats, steam boats & diesel tugs;
- **clothing and Adornment** made from caribou, moose, porcupine, rabbit
  - decorative with ivory, bone, moosehair, tying, porcupine quills, beads embroidery, feathers;
  - clothing for work or special occasions; winter travel, hunting;
  - coloured with ashes, dyes;
- **Hunting, Trapping and Fishing** hunting implements: bows and arrows; fish weirs, fish wheels, traps, snares, spears, fish hooks, guns;
  - maximum and efficient use of game meat and fish;
  - movement by families with and to the game;
  - bales of fish; fish sticks;
  - fish nets made from willow;
  - fish nets set under the **ice**;

- **Traditional Roles** Women and girls roles; food preparation, clean & tan skins, sewing, mooseskin & birch boats, snaring & trapping, watching younger children, fiiewood;  
Men and boys roles; trapping, hunting, fishing;
- **Traditional Tools** - bows and arrows, scrap furs, birch bark bowls, baskets, pots, cups, sealed with spruce gum;  
bone shovels, plates;
- **Traditional Medicine** - plants and animal roots, grease, heated stones, spruce gum, roots;
- **Special Festive Days** - sporting events, music, dancing, story telling, fiddling, gambling, blanket toss;
- **Contact with the Inuit** - differences predominated; fighting trading, sporting events;
- **Contact with explorers** - Alexander MacKenzie, Sir John Franklin, John Bell, William Ogilvie, Elizabeth Taylor, to name a few;
- **Fur Traders** - Muskrat period; Hudson's Bay Company; hunting; supply boats; trading posts and forts;
- **Church** - missionaries;
- **Gold See&S. R.C.M.P.** - 1890's gold rush, R. C.M.P. lost patrol, "Mad Trapper of Rat-River" - Albert Johnson and local guides involved in his search;
- **Other** - Education: teachers; flu epidemics; the "treaties", centennial canoe trip; and centennial dog team; patrol to Dawson;

## 2. **THE PEEL RIVER ITS TRIBUTARIES AND DELTA**

With its source in the Yukon interior and a combination of many smaller rivers including the Ogilvie, Blackstone, Hart, Wind and Bomet Plume, the Peel gathers volume, widens out in the Richardson lowlands, flows past McPherson into the MacKenzie River below Arctic Red.

Canoeing and kayaking is becoming increasingly popular in the upper, faster flowing reaches of the Peel. Two McPherson outfitters have assisted some of these groups, towing canoes on the lower portions of the Peel to McPherson after the Whitewater portion of the trip is completed. Additional points of interests: Shildee Rock, the remains of Albert Johnsons Cabin; Destruction City, Old Village at the mouth of the Peel; old Trading Post.

The Peel provides an ideal waterway for outfitting by boat to numerous points of interest. (See opportunity #2 "Peel River Boat Tours") Residents of the community enjoy summer "fish camps" of tents or cabins along the shore of the Peel or the Deltas of the Peel and MacKenzie.

Some tributaries such as. Satah or Rat River can be followed up by boat until it becomes too shallow.

At least 10 family fish camps are active in the summer in the first 35 km above McPherson. In the maze of the Peel River (and MacKenzie) Delta up to 25 family camps with McPherson residents are active during the spring and summer.

“Peel River Reserve” is a wildlife management area which was set up as a wild life preserve and is still restricted to harvesting.

The old McPherson town site is completely unnoticeable unless one were perhaps do an archaeological dig. Much of the site has eroded away by the changing Peel River Channel.

The “fish hole” on “fish pit” as referred to is a wide deep section near the head of Rat River where people used to sweep net Char. During the traditional Char run one could “sweep” hundreds of pounds of char in a matter of days. The char run is severely depleted presently and restricted harvest only allowed. The fish hole is only accessible by long trek through the bush or by chopper.

Although water is fairly siltee and with some submerged logs, boat travel on the Peel is a most convenient method of travel: Shildee Rock; “Legend of Lost Patrol” monument, or attractions such as the old village at the mouth of the Peel are easily accessed from the river.

3. **THE RICHARDSON MOUNTAINS** - west of the community and north of the MacKenzie Mountains provides a natural border between the Yukon and the N.W.T. Although the Dempster Highway bisects the mountains the area remains a virtually untouched resource. Wildlife include abundant Dalls sheep, moose, ermine, fisher, lynx, otter, hare, wolf, mountain caribou, grizzly bear, mountain goat, porcupine, arctic and red fox, beaver, marten, mink, coyote, birdlife includes peregrine falcon, bald eagles, ducks, geese, swan, ptarmigan -and snowy owl.

Fish include arctic char, trout, herring, inconnu, whitefish, grayling, northern pike and the occasional salmon. Many of these wildlife resources may be found, not only in the mountains and foothills but also in the Peel River and the lowlands/delta.

Some streams produce grayling or dolly varden where they meet larger rivers (ie: Peel) in the upper reaches. Clarity of water lessens the further downstream you go due to silt and heavy volume of flow.

There are no licensed tourist establishments on N.W.T. side of the mountains while 2 tourism outfitters are based in Ft. McPherson.

Cabins, either seasonally used or abandoned are scattered throughout the mountains as well as the foothills, banks of the Peel and its delta. Two main groupings of cabins exist at “Trail River” and junction of the Peel and MacKenzie.

It was these foothills and mountains that provided a back drop to two important historical events --- “The Lost Patrol” and “The Mad Trapper”.

Although mountain rivers such as the Peel are becoming more attractive to wilderness canoers and kayakers, benefits to the community are minimum. Some naturalist and hiking opportunities exist mainly due to the vastness of the country.

The Richardson rising to 5100' at Summit Lake and the McDougall Pass provide the east west divide: ---- rivers such as the Bell and Eagle flow west into the Yukon while the Vittrekwa and Rat flow east to the Peel or MacKenzie River.

The relative close proximity of the community to the mountains and with access via the Dempster Highway or the Peel River any opportunities in the mountains such as sport hunting or naturalist activities can be more easily developed.

#### 4. DEMPSTER HIGHWAY

Running some 777 km Dawson Yukon to Inuvik, N.W.T. the Dempster provides a large% of the total # of visitors to Inuvik. As we, estimate only about 20% of those travelers stop in McPherson there is an evident demand for providing increased services and facilities to attract and maintain this market.

Eagle Plains offers food, drink, accommodation and gas roughly half way between Dawson and Inuvik. There is however no service centre directly on the highway between Eagle Plain and Inuvik although campgrounds are located at Nitainlaii (8 mile) adjacent to the Peel River Ferry.

A interpretive display will soon compliment the Tourist information at 8 mile and hopefully will encourage additional travelers to stop in McPherson.

The new "Peel River Plateau Natural Environmental Interpretive Stop", 65 km from the Yukon border provides a scenic lookout and stop point for Dempster Highway traffic. This is one of a series of road side developments to encourage travelers to stop and enjoy the beauty. A viewing platform, traffic pull off area, garbage containers, pit privy, trail to lookout, and signage are included.

With highway improvements and added facilities and services, highway traffic, and in turn potential business, for McPherson will only increase.

Although Ft. McPherson might receive more benefit if it was situated directly on the highway there is a certain appeal which can be developed to draw travelers off the highway.

#### 5. COMMUNITY OF FT. McPHERSON

Present attractions for tourists in the community include: hotel - store: coffee shop - gas bar; R.J.'s Bar; Graves of the "Lost Patrol" in the church graveyard; the Ft. McPherson tent and Canvas Shop; the Hamlet offices, historical photos; the Gwich'in Language Program (school); log houses; (part time) crafts outlet.

## 4.

## MARKETS

### MARKET ANALYSIS

The "Western Arctic Tourism Strategy Report (1990)" suggests summer business and pleasure travel, have increased every year since 1979, from an estimated 9,040 that year to 15,750 in 1989, for a total increase of 74% over nine years.

The 1990 report indicated that tourism accounts for 40% of all travel in the region. Business travel accounts for the balance of 60% with most of that being air travel. "Rubber Tire" traffic accounts for about 70% of the Tourism portion.

The 1989 "ACRES" Visitors survey suggests that the single most important feature for an NWT tourist is the scenery and land (61%), followed by the people (23%), and culture (14%).

The 1989 "ACRES" Visitors survey - the most recent detailed Visitors survey indicates that tourists spent approximately \$53 million in the NWT during the summer of 1989 of which the Western Arctic region captured \$7.3 million or 14% of total NWT expenditures.

### ACRES 1989 STUDY WESTERN ARCTIC TOURISM EXPENDITURES BY CATEGORY

<u>EXPENDITURES</u>	<u>(1989 \$000'S)</u>	<u>%</u>
Transportation	1,519	21
Meals	665	9
Accommodation	927	13
Souvenirs	561	8
Tours	1,596	21
<u>Other Items</u>	<u>2,052</u>	<u>28</u>
<b>TOTALS</b>	<b>7,320</b>	<b>100</b>

The greatest single area of expenditure is "TOURS" at \$1,596,000 or 21% of total. Accommodation expenditures at 13% of total, meals 9% of total and souvenirs 8% of total are other major areas.

Although McPherson has an airstrip to accommodate small wheeled/ski air craft virtually no tourists travel by aircraft due to excellent road access. River traffic consists primarily of canoeists starting trips on the Peel River in the Yukon and any business as generated by Dempster Patrol Outfitters.

From the recently released "NWT Motoring V- . Volume and Origins 1991" we note the following observations:

Refer to two tables as attached in appendices:

1. TABLE H "ORIGIN OF VEHICLES PEEL RIVER (FORT McPHERSON) FERRY
2. TABLE I "GROWTH IN VEHICLE TRAFFIC" 1987-1991

The Peel River Ferry (Table H) representing the Dempster Highway shows a very different origin pattern than the MacKenzie and Laird Highways. The leading Canadian origins are British Columbia and Yukon with the latter especially strong (visitation index 265) Visitors from the Yukon, B.C. and Alberta, although closest to the Dempster produced over 80% of the total Canadian traffic.

The U.S.A. fraction is large, more than one third; and, on an absolute basis there are more U.S.A. vehicles on the Dempster than the overall much busier MacKenzie Highway. According to its proximity, Alaska is the leading state and shows a very high visitation index of 100. The U.S.A. segment has a very wide selection of states with Alaska, California and Washington providing about 1/3 of the total U.S. based traffic. It would appear to be significant that Minnesota has a high index of 2.1 in spite of its small population and that Florida shows at 1.2 in spite of its extreme distance from the northwest Territories.

Referring to Table #I "Growth in Vehicle Traffic", there is a much higher % of U.S.A. and overseas vehicle traffic on the Dempster than either on the MacKenzie or Laird Highways. Over 1/2 Dempster traffic has always originated in the U.S.A.

Refer to the following: (in Appendix)

CHART # D INUVIK VISITORS CENTRE 1991  
 CHART # E DEMPSTER HIGHWAY VISITORS CENTRE 1991  
 CHART # F NITAINAII TRADITIONAL CAMPGROUND  
 FT. McPHERSON 1991

**CAMPGROUND VISITORS BY MONTH**

#Of VISITORS BY MONTH	DAWSON	NITAINAII	INUVIK	TOTALS BY MONTH
MAY		16		16
JUNE	1,549	603	1,310	3,462
JULY	3,727	583	2,248	6,558
AUGUST	3,083	764	1,492	5,339
<u>SEPTEMBER</u>	<u>231</u>	<u>120</u>	<u>(CLOSED AUG.31)</u>	<u>351</u>
TOTALS BY LOCATION	8,590	2,086	5,050	

From the previous chart "CAMPGROUND VISITORS BY MONTH", we note the following:

- Some of the same people may have signed at all three locations.
- There is a drastic drop in the numbers of people signing in at Dawson (8,590) to either Nitainlaii (2,080), or Inuvik (5,050).
- Many of Inuvik visitors are likely to be "fly in" visitors - ie: those not driving the Dempster where Nitainlaii visitors are all drive in.
- July is the busiest month overall with August second busiest and June third busiest. However, at Nitainlaii August is busiest, June second busiest and July third busiest.
- The Inuvik Visitors Centre is definitely missing a number of guest information opportunities (and potential references to Ft. McPherson) by opening late (June 9) and closing early (Aug. 31). There were 29 inquiries opening day and 20 inquiries closing day. Nitainlaii had 153 inquiries before the Inuvik Visitors Centre was opened and 120 inquiries after the Inuvik Visitor's Centre was closed!
- From daily inquiries at Nitainlaii in 1991 it would seem reasonable to open the information Centre about May 30 and close about Sept. 10.

Refer to CHART J "NWT VISITORS CENTRE DAWSON CITY Y.T. 1991 VISITORS PLACE OF ORIGIN - GUEST BOOK SIGNATURE COUNTS"

- Guest book signatures are by Country and not by Province or State within main countries ie: U.S.A. or Canada; Comparison to Chart # H which details by state and province is thus difficult. We would however, recommend this for future studies.
- Canada and U.S.A. guests are nearly equal in number for the months surveyed, June to Sept. and are the most popular countries of origins each comprising of about 41% of total. Next most popular countries of origin are Germany (9.5%), Switzerland (3.4%), United Kingdom (2.2%); Austria(1.25%), and France (1%).
- More Canadians - 61%, and less Americans - 37.4%, are traveling beyond Dawson to the Peel River (McPherson) Ferry. Also less "overseas" visitors are traveling beyond Dawson, about 1.5% compared to about an average monthly figure of 21% who registered at Dawson.
- A high number of overseas guests registered at Dawson in August, 26% of total, and Sept. 28% of total.
- These figures solidify the importance of the N.W.T. Visitors Centre in Dawson as a major focus for information on the Dempster and McPherson.

Refer to CHART G "COMPARATIVE STATISTICAL CAMPGROUND DATA A) CHUK (INUVIK) CAMPGROUND AND B) NANA M GROUND"

- We assume many of the permit holders at the chuk campground are Inuvik and area residents or visiting friends and relatives and, as such, does not totally represent travelers.
- Campground permits revenue and number of people have steadily increased from 1986 to present.
- Nitainlaii permits increased from 184 in 1986 to 390 in 1991; revenue (permit dollars) from \$420.00 in 1986 to \$2,125 in 1991 and number of people for 368 to 833.

Questions most frequently asked by tourists visiting the Canvas Shop and general observations on that market:

Where can we get a vehicle serviced?

How can we get to Tuk? and how much does it cost to get there?

Where can we get quality crafts?

What is there to see or do in town? and where is it and how do we find it?

When they are directed to "Dempster Patrol Outfitting" or other Tourist services such as tire repair they have difficulty making contact.

They are mostly disappointed with craft shop in the hamlet office because it is closed or when open it has a poor selection. They are interested in beadwork and are often willing to buy larger items such as Baby belts, mulduks, slippers, mitts - if they are attractive and indigenous to this area.

Bus tour people are interested in learning about history, culture ie: to visit a traditional native camp or attractions such as Shildee Rock; legends by a native person.

The bus tour people are generally on a very tight schedule; Any activity has to be planned for a definite time. Most of the bus tour people are elderly people - a very attentive audience. Tourists would also enjoy sampling indigenous foods such as dry-meat, dry fish, fish roasted on the open fire, bannock, berries etc. They however seem to be reluctant to spend more than \$20.00 on anything

To retain the interest of bus tours, one must be able to guarantee that it will fit into their tight schedule and budget.

The R.V. market can spend on average \$100.00 at the canvas shop. Seniors in R.V. spend less. Families and couples spend the most.

In 1991 there were an average of two bus tours per week during June and July. The twice weekly buses carry on average -35 people. The smaller bus (Rainbow Tours) usually carry 10 passengers-- and are generally small spenders. Very few bus tours in August as weather is too unpredictable - and road travel becomes less attractive.

Bus Tour operations include Atlas, Horizon, Canadian MotorCoach (Greyhound), Rainbow, Goldrush and Arctic Tour Company.

It is predicted that 1992 may have a slight increase of bus tours over 1991, with two new bus lines operating trial runs this year.

Inquiries about the Dempster have doubled over this time last year according to Western Arctic Visitor's Association.

Building on the existing, and expanding Dempster Highway Traffic and the substantial marketing efforts of the State of Alaska and Yukon Territory in attracting road traffic North as a logical marketing strategy.

A detailed explanation of potential markets for selected "Business Opportunities" is included in the 5 Business Plans.

As a result of communities visits, including workshops of visit #2 and #3, feedback through community liaison contacts James Martin and Piet Van Loon, the community has expressed the following concerns:

1. that results of this study remain within the community for use by residents;
2. that the prime objective of this work be to maximize benefits of Tourism for Ft. McPherson;
3. that existing Tourism operators in the Ft. McPherson area be supported and encouraged and that additional competitive operations be discouraged;
4. that culture/heritage be a focus of Tourism Development;
5. that the community be fully aware of this study and of the follow up implementation process;
6. that efforts be directed to encouraging Highway traffic to visit the community - signage, information, attractions and services;
7. that the joint Hamlet/Band Council support Business initiatives;
8. that, multi-seasonal Tourism involving various community groups and individuals be developed;
9. that, where possible, projects that are beneficial to both McPherson residents and potentially to tourists be given priority.

## **6.**

## **SKILL LEVELS/TRAINING**

Due to the Dempster Highway an increasing number of N.W.T. residents are traveling to the Yukon, Alaska and Southern Canada - experiencing various tourism travel related services and attractions. An awareness of similar Tourism businesses, projects and communities involved in Tourism will assist residents in their own community development.

For specific "Business Plans" we are recommending interested residents experience one or preferably more similar Businesses during a busy operating season. One could be a paying guest (ie: At a "Bed and Breakfast" Inuvik, Dawson or Yellowknife), or be employed by a similar business.

Johnny Charlie, James iTisi, Kristine Firth, Keith John, and William Teya have completed Guide "Training Level I", while Keith Colin also has "Level H". Norm Koe and Keith Colin have completed the three month Tourism Entry Program.

Two people have taken Cook Training in Fort Smith - one presently cooking at co-op Cafe; three others have had camp cooking experience. Keith Colin is the only resident who has worked for a hunting outfitter in Yukon. No one has worked at a Tourist Lodge.

## FAVOURABLE AND CONSTRAINING FACTORS EFFECTING TOURISM DEVELOPMENT

### FAVOURABLE

- The people of the community have over the years pursued various activities with excellent success - Centennial Canoe Trip; Centennial Dog Team patrol to Dawson; MacKenzie River Canoe Race, McPherson Dancers; Development of the Midway lake Music Festival.
- The community is on the increasingly travelled Dempster Highway strategically placed between the two major stops/destinations of Eagle Plains (180 km) and Inuvik (185 km).
- Summer road traffic has to cross the ferry at 8 mile (Peel River) and Arctic Red (MacKenzie River) providing an ideal information/marketing opportunity.
- Close proximity to the virtually undeveloped Richardson Mountains and access to the Peel River which, in turn provides boat (and snowmobile) access to numerous historical/cultural/natural points of interest.
- Many residents, business, Band, Hamlet, Government have a co-operative/supportive attitude towards Tourism development for the maximum benefit of Ft. McPherson.
- Most residents speak English very well.
- The settlement of the Gwich'in Land Claims will in the long term provide a solid basis for residents to proceed positively with Economic Development.

### CONSTRAINING

- Limited experience of the community attracting and hosting tourists.
- Limited businesses and in turn business minded residents with experience in operating successful business.
- A general reliance on Government and Government funding support to develop business opportunities.
- Lack skills and experience for many critical tourism related jobs forcing the hiring of "outside" assistance.
- The present North American Economic slump.
- Reluctance of the community to take advantage of past documented opportunities (ie: Sports hunting: Richardson Mountains).
- Implementation of the Gwich'in land claims and considerable resources that are required to be dedicated to that important task.

- There are numerous Federal, Territorial and other assistance programs available to viable projects proposed by willing qualified applicants. Projects maybe of a Business or support type project. Some projects may be assisted from more than one source. Listed below is a brief list of some sources of assistance.
  - C.A.E.D.S.
  - “After Care” management consulting. Component of C. A. E.D.S.
  - Gwich’in Land Claim Funds
  - Dept. Culture and Communications
  - Personal Funds
  - Banks - regular chartered banks plus FBDB
  - Business Development Fund
  - Federal Environmental Action Program - For environmentally related, clean up recycling
  - Arctic College
  - Tourism Training Group
  - Dept. of Economic Development and Tourism - Contribution Programs, Marketing Assistance,
  - “Western Arctic Visitors Assoc.” - Marketing
  - C. E.S.O. (Canadian Executive Services)
  - C. A.S.E. Program - F. B.D.B.
  - Federal Government S. T.E.P. Program
  - E.D.A. (New Economic Development Agreement)
  - Travel Industry Assoc. of the N.W.T. (Lobbying)

For further information contact the local Economic Development officer, Dept. of Economic Development and Tourism or your Band/Hamlet economic development representative.

## 9. CRITERIA FOR SELECTING TOURISM OPPORTUNITIES

For any of the potential opportunities to be realized there must be a supportive environment. Preferable criteria for selecting Tourism opportunities include:

- are there opportunities for many people to participate: Families, Government, Private Businesses, Joint Ventures, Coop etc.;
- a shared vision and workplan;
- community control or acceptance;
- complements what already exists;
- clearly defined target market;
- good communications about what is available;
- takes advantage of and build upon existing market;
- compliments and builds upon existing businesses;
- compliments and builds upon existing skills and tradition;
- risks and benefits are balanced;
- provides maximum local employment and benefits;
- low capital infrastructure- doesn't require a lot of new resources;
- skilled personnel available and willing to participate.
- has built-in training component;
- promotes the Gwich'in Culture and lifestyle;
- working together;
- realistic and obtainable;
- meets an identified market need;
- doesn't require a lot of outside expertise;
- good return on investment;
- low risk;
- self-perpetuating (can do it year after year);
- good location.

TOURISM BUSINESS OPPORTUNITIES  
AND  
TOURISM ENHANCEMENT SUPPORT PROJECTS

## **INTRODUCTION**

The following 24 potential Tourism Business Opportunities and in particular the five selected Businesses may be developed by individuals, families, small business, or as partnerships/joint ventures.

### **A. TOURISM BUSINESS OPPORTUNITIES**

### **CONCERNED PARTIES**

1. **Peel River Out fitting (Boat Tours) (Business Plan # 2)**

Private Outfitter or  
Joint Venture with Band

Neil Colin of Dempster Patrol Outfitters is an established outfitter, while Johnny Charlie and William Taya also operate some day and overnight trips on the Peel River and transport canoeists to the community after they complete the upper sections of the Peel - Neil Colin operating from a base close to 8 mile, offers packages that include experiencing numerous fish camps and old cabins on the river. The community wishes that these; existing outfitter(s) to be fully supported. Existing and most accessible market is from Dempster Highway traffic.

2. **Sport Hunting in Richardson Mountains**

Band and Private Local Business  
and/or Development Arm of H.T.A.

Dahl's sheep is the main attraction for sport hunters while mountain caribou, moose and possibly mountain grizzly can be hunted individually or as part of a combination hunt. The Department of R & R has completed extensive research on this potential opportunity. Although discussions have taken place over the years between the Dept. and the communities and Hunters and Trappers Association of Aklavik and Ft. McPherson and although there is considerable revenue and employment potential neither community has, to date wanted to proceed. A small sport hunt operation as part of the Peel River Boat Tours has potential.

3. **Dried Fish, Dried Caribou (Business Plan # 3)**

Individuals, Families

Some residents in both Ft. McPherson and Arctic Red have success with producing and selling dried fish to the local and highway market. There is potential, as a "cottage industry" to expand the offerings of country foods to a broader market using more aggressive marketing.

Attractive packaging (similar to wild rice), with a taste sample of dried fish in a small light bag stenciled with "Gwich'in Dried Fish Ft. McPherson N.W.T. Canada" and including a brief explanation of the product, how it's naturally processed and how to store etc. Both the product (dried fish and dried caribou) and the packaging (canvas bag) become attractive. Would compliment # 11. Berries & Jams.

**TOURISM BUSINESS OPPORTUNITIES**

**CONCERNED PARTIES**

4. **Arts/Crafts (Business Plan # 1)**

Women's Group, E. D.&T./individuals

McPherson is rich in craft heritage; however, availability (numbers, variety, and access to) is limited. Potential craft sales will increase with more tourists.

5. **Gwich'in Cultural Centre/Camp (Business Plan # 4)**

Band/Individuals/Women's Group/School/Gwich'in Language Program

Some individuals expressed a need for a cultural camp offering country foods, life skills, heritage, traditional winter and summer clothing, on the land skills, cultural entertainment (story telling - legends, drum dancing) crafts new & traditional; sewing. Schools, residents and tourists could all be interested in one or more aspects of this camp. **Ideal** if beside or close access to both Peel River and the Highway. Other business opportunities may be combined with this camp.

6. **Midway Lakes Music Festival**

Band/Hamlet/Festival Committee  
Tetlit Gwich'in Tourism Society

Held annually at an attractive and traditionally important location 42 km Ft. McPherson and 44 km from the NWT/Yukon border. The original intent of the Midway Lake Music Festival was to gather residents of McPherson and region in a camping setting outside of the community to enjoy music, dance, stories and to socialize. This is important to the community and should remain as such. As proven by many music, drama or crafts festivals these events can become a major source of both pride and revenue. If the community wanted to proceed with the development of a separate festival for residents and tourists alike it would be most beneficial to resident businesses to host in Ft. McPherson.

7. a) **Mad Trapper of Rat River**  
b) **Legend of the Lost Patrol**

Band/Tetlit Gwich'in Tourism Society/R.C.M.P

These two stories, both involve the R. C.M.P. As the R. C.M.P. museum in Regina Saskatchewan holds much of the documentation and artifacts of both stories, the museum may be encouraged to transfer artifacts if a suitable mini museum was available. Early McPherson residents such as Lazarus **Sittichinli**, John Moses, Sid May, and others were prominent figures in both stories.

The aviation museum in Edmonton has documentation and artifacts which could compliment a Ft. McPherson exhibit. Wop May, famous early Canadian pilot led the air search for Albert Johnson. Interpretive display/stories/tour relating to both stories are suggested; reconstruction of Albert Johnson's main cabin close to "Destruction City": upgrade of Lost Patrol monument and interpretive site -50 km up river from McPherson.

## A. TOURISM BUSINESS OPPORTUNITIES

## CONCERNED PARTIES

8. Local Guides: Step on Bus Tour Guide/Walking Tour Guide Band/Tetlit Gwich'in Tourism Society
- To maximize local benefit, local guides must be trained and gain experience in various tourism developments. A community (walking) tour guide with knowledge and interest of the community and **area** could lead bus tour groups during their community stay. Possible future need for additional river and sport hunting guides.
- Bus tour Companies can be encouraged to stay longer if they are **presented** with interesting activities; these might include:
1. A short presentation by **Gwich'in** elder (See #19).
  2. Arts/Crafts demonstration; sales (See #4).
  3. Escorted walking tour of town.
  4. A sampling of country food - dried fish, dried caribou, **bannock**, tea (See #3 & #1).
  5. Experience the **Gwich'in** Cultural Camp (See #5).
  6. Visit the Tourist Info **Centre** (#1 Support Projects).
  7. Visit a Heritage **Centre** - Mini Museum (#17).
9. Bed and Breakfast (Business Plan # 5) Individual Family
- With abundant construction, the Co-op Hotel has been overflowing forcing overnight business to go to Arctic Red or return to **Inuvik**. Many Tourists, with considerations of price and atmosphere in mind, may prefer a comfortable "Bed and Breakfast" - especially if they could meet local **Gwich'in** people.
10. Mini R. V. Pump Station, Trailer Park Private **Business/Co-op/Band**
- Through providing some basic **R.V.** (Recreation Vehicle) services: water, electricity, sewage pump out . . . Tourists are further encouraged to overnight and to leave more benefits in the community.
11. Berries/Jams Local Canning & Sales Womens Group/Individual
- Domestic and Dempster highway sales; either in **muffins**, loaves (cranberry loaf) or **canned/bottled** to compliment other country foods - dried **fish/caribou**;
- Local berries (mainly **blueberries** and wild cranberries) are only used domestically. Supply depends on weather; Last years "crop" was almost completely wiped out by adverse weather ie: extremely hot weather followed by high wind and down pour rain. It is however **difficult** to obtain a steady supply of quality berries for any volume of commercial use.

**TOURISM BUSINESS OPPORTUNITIES****CONCERNED PARTIES**12. **Tire Repair/Vehicle Repair/Service Station**

Individual/Co-op/Band

Although there is a tire repair shop in the community additional marketing would improve business as there is no vehicle repair **centre** between Eagle Plains and **Inuvik**. **Co-op** has plans and is required by contract to build a two bay garage next to present "Hardware store". One bay must be heated and equipped for servicing fuel truck, and can of course be used to service any other vehicles. Ralph Blake (the sewage and garbage contractor) has recently purchased a large lot in the industrial section in the south part of community. Mr. **Blake** plans to build a 60' x 60' garage this year. His plans (submitted as part of development requirements) show 2 large bays 20' x 60' each for his service vehicles and 20' x 30' garage for servicing light vehicles and a 20' x 30' shop designated as "Tire Repair Shop". Both local business in Ft. McPherson and Arctic Red and travelers on the **Dempster** may justify a small service **centre** complimenting the tire shop and **Co-op** gas bar.

13. **Laundry and Showers**

Hamlet/Band/Private Business

For residents without washers, dryers and **Dempster** highway travelers; costs however are very high.

14. **Sport Fishing**

Individual/Private Business/Band

Sport fishing is not high on the list of activities due to terrain and lack of ideal remote fly-in lakes for the sports fishermen. Black Water, Niendo and Husky are the **lakes** mentioned as possibly having some potential. Further research must be completed as to fish resources - # and size, **access**, etc. before proceeding. Due to terrain, and initial feedback from residents, it is doubtful whether lakes are "trophy quality". A recreational type of fishing might have some potential for **Dempster Highway Traffic**. Road **access** could quickly allow Deep Water Lake to be fished out with little benefit to McPherson residents. Elsewhere in the **N.W.T.** lodges and camps basing their livelihood entirely on sport fishing are finding it increasingly difficult - especially in these economically **difficult** times.

15. **Vehicle Wash**

Band/Individual/Private Business

For both resident and visitor **vehicle/R.V.** wash; there is no car wash between **Dawson** and **Inuvik**; cost of water and facility is high.

**TOURISM BUSINESS OPPORTUNITIES****CONCERNED PARTIES**

16. **Taxi** Band/Local Business/Individual
- There is presently a licensed taxi to operate **between** McPherson, Arctic Red and **Inuvik** but **operation** is sporadic. There may be potential for both freight and passenger service if run on a regular basis.
17. **Old Village - Mouth of Peel River** Band
- Nine cabins, four still usable; traditional site, 30 miles six hours return by boat from McPherson. (**Tie** in with #5 and #1).
18. **Tannery** Band/Canvas Shop/Private Business
- To compliment craft production and use of **local** fur; possible tie in with canvas shop. Viability, even in southern Canada with lower costs and greater access to markets, is marginal.
19. **Coffee Shop** Co-op/Private Business
- Co-op** Hotel has restaurant coffee shop providing good food at reasonable rates in a clean setting; but hours are limited. Some local and visitor demand for bread/baked goods; outside summer eating area only viable after #12 under "Tourism Enhancement Support Projects" is complete. Potential to extend gas bar and coffee shop hours to accommodate both local need and **Dempster Highway Travellers**. Increased Arts/Crafts sales and Tourist Information potential.
20. **Trail River Cabins** Band
- Originally built by **Social** Services as an alcohol rehabilitation project; 95 km from Ft. McPherson via Peel River. (Tie in with #5? Compare viability with # 17) - log building 10 - 12 years old; adjacent to **Wiejermans** Cabin. Accessible by float plane or boat. Potential use as lodge, seminar/meeting **Centre**, Cultural type camp.
21. **Fast Food Shop** Private Business. Individuals
- Chips, burgers, hot dogs, coffee, soft drinks, candy bars, snacks, pies, cakes, do-nuts; **Co-op** restaurant could expand hours to accommodate.
22. **Bakery** Co-op, Band, Private Business
- Local **Co-op** provides some excellent baked goods. Although we feel there is some potential to expand for local and **Dempster Highway Traffic** a bakery has been tried three times - twice in its present **co-op** location. Bakeries have not proven viable in **Aklavik**, Tuk and **Inuvik**.

**TOURISM BUSINESS OPPORTUNITIES**

**CONCERNED PARTIES**

23. **Corner Store**

Co-op

May be an expansion of existing Co-op store or in combination with #22 & #23 and #19.

24. **After Hours Gas & Food**

Co-op or Private Business

See #19, #22, #23, & #24 A demand by residents and Dempster Highway Travelers alike; to accommodate traffic attempting to reach the last ferry.

**The 23** Tourism Enhancement Support Projects are not money making business opportunities as such but many are critical to the success of the detailed business opportunities. We have noted the **concerned** parties who might be responsible for these projects. Appendix Chart # A & # B summarizes which group may be responsible for these enhancement projects. Certainly with the unfolding of the **Gwich'in** Land Claim process the roles and responsibilities of groups may change substantially!

## **B. TOURISM ENHANCEMENT SUPPORT PROJECTS      CONCERNED    P A -**

### 1.      **Central Tourist Info Centre**

Telit Gwich'in Tourism Society

**Maximize** number of road travelers spending time in the community. Tourist information and "booking" of Tourist service can be at the same location! The Tourist Information **Centre** (and campground) at 8 mile must encourage travelers to stop in to Ft. McPherson; the soon to be completed interpretative signage for the location will interest travelers in finding out more about McPherson.

There is also a need to centralize tourist info in the community itself **in** conjunction with other needs. The information **office** can act as a booking agent for **local** outfitters and charge a commission. They can act as a connection **between** the Tourist and the Tourist Operator (hotel, outfitters, guides, canvas shop). See Opportunity **#3(Dried Fish & Dried Caribou)**, **#4( Arts/Crafts)**, **#8( Local Guides)**, **##1 1(Berries & Jams)** and Enhancement Support Projects **#4(Interpretative Site/Walking Tours)**, **#9(List of Attractions)**, **#10(Film & Book Library)**, & **#17(Heritage Centre/Mini Museum)**. Tea & **bannock**. It is logical to suggest 1 facility could **accommodate** in some way **all** of these above mentioned Business Opportunities and Tourism Enhancement Projects!

In 1991 the tourism information officers at the teepee were paid with funds through S. **T.E.P**. It is planned that four people be funded through S. **T.E.P** for 1992 **two** people will work as inside information officers to cover seven days a week from June 1 to Sept. 15.

Two people **will** work the same time period as outside community greeters and information **officers**. They are to make themselves available to visitors and guide them to whatever they might suggest to see or do. The Tourism Society wishes to add a direct phone line and displays at both Eagle Plains Hotel and the Dawson Information **Centre**.

Other potential tourist info **centre** locations:

1. As part of a **Co-op coffeeshop**, front deck upgrade central location.
2. The new Band **Office** building - attractive central location.
3. Old Bay Heritage House Central Historic site but requires costly and extensive renovations.
4. Cutting room old canvas shop.
5. Temporary Tepee (as 1991).

We suggest a further evaluation by the **Tetlit Gwich'in** Tourism Society and others should be completed before a decision is made on a **permanent** Tourist information locations.

2. **Boat Ramp and dock at 8 mile**

**Band/E.D.A.**

Residents, Outfitters and Tourists with boats could all utilize a proper boat **ramp/dock** at 8 mile. This development would also enhance #1, #5, #7 (Listed under "Business Opportunities").

3. **Signage**

**Parks @. .D.& T.) / Hamlet**

A major detriment to Tourism in McPherson is lack of **signage** and information.

There is little **signage** on the **Dempster** highway referring to the community and virtually none within the community. Travelers must know what services and attractions there are and how to **find** them! Professionally designed and constructed signs must be developed. Simple, consistent, but **colourful** quality signs are important.

4. **Interpretive Site and Walking Tour in Ft. McPherson**

**Parks (E. D.& T.) / Hamlet**

Bus tours, individual **travelling** motorists, and potential package tour tourists need points of interest. With the existing attraction of the "Canvas Shop" small added services such as a interpretive sites will add greatly to a community stay.

5. **Town Clean Up**

**Hamlet/School/Govn't  
Business/Band/Families**

Cleanliness and orderliness are important to visitors; whether it's private housing, businesses or **Co-op** Hamlet, Band or Government buildings. A community that takes pride in itself is much more likely to benefit from Tourism.

## TOURISM ENHANCEMENT SUPPORT PROJECTS

## CONCERNED PARTIES

6. **Documented Historical/Cultural Signage**  
  
See # 3 (Signage). Emphasis is placed on **Gwich'in** History of potential interest to visitors; also Legends/Stories.  
  
**Gwich'in** Language Program  
**Tetlit Gwich'in** Tourism Society
7. **Business & Tourism Training Position**  
  
Continuity is critical to this process. This Training Position would allow a local person to assist the Band's Economic Development officer in the development of opportunities as outlined by this study to compliment role of Dept. of Economic Development and Tourism.  
  
Band
8. **Professional Development Workshops**  
  
An ongoing and expanding requirement of individuals - both for enriching work and personal development. "Power of Positive Thinking", "Empowerment", "Goal Setting", "Concepts of Management", "How to be Effective Board Member", etc.  
  
Band/Hamlet
9. **List of Attractions/Activities**  
  
Tourists and visitors must be informed about the **community** - its' activities and services, business and skills available.  
  
**Tetlit Gwich'in** Tourism Society  
Hamlet
10. **Film/Book Library**  
  
The **Gwich'in** Language Program has a library and some displays of local culture. To expand the library to include **films** and a viewing area would add greatly to the appeal of a community visit. A reading list of reference material on the area and studies of **old** traders, books available to buy. "Ft. McPherson -Community Study" 1987 by Pearl **Benyk** is a very readable description of contemporary **Gwich'in** life. The "Mad Trapper" by Dick North and "The Lost Patrol" by the same author are examples of interesting reading that should be made readily available to the **travelling** public.  
  
**Gwich'in** Language Program/Tetlit  
**Gwich'in** Tourism Society
11. **N. C. P. C. Tour**  
  
For southern visitors a brief guided tour of the power plant providing electricity to the whole community is unique.  
  
N. C. P. C. /Tetlit **Gwich'in** Tourism Society
12. **Road Dust Control**  
  
In the heat of the summer - Hamlet dirt /gravel roads are very dusty. See # 5 (Town Clean-Up). For residents and visitors.  
  
Hamlet

## TOURISM ENHANCEMENT SUPPORT PROJECTS

## CONCERNED PARTIES

13. Campground

Band

Either within Hamlet boundaries or close enough distance to maximize tourist's stay (and expenditures); walking distance of the town may be ideal. An in town campground might be disruptive to some residents and vandalism could be also a concern.

14. Picnic Site/playground in town

Hamlet

For residents and travelers; a tidy "green space" within Hamlet boundaries, benches, picnic tables; hook into walking tour - See #4.

15. Fix Road to "ast Dock"

Hamlet

May assist both river outfitters and residents, dependant on water levels. Provides a boat launch and storage closer than 8 mile.

A better option may be the survey and construction of a new road south west of the community. Road could be constructed primarily on high ground providing a direct link to the Peel.

16. Upgrade of Community & Area Historical Buildings

Hamlet/Tetlit Gwich'in Tourist Society/Band

A number of the original historical buildings have burnt or have fallen into disrepair. Which of the remaining old buildings are of historical value and what might the cost/benefit be to preserve them? (ie: original Hudson's Bay Store).

Band/Gwich'in Language Centre

17. Heritage Centre/Mini Museum and Interpretive Centre

With the Tribal Council offices moving to the community and the settlement of Land Claims, Ft. McPherson should become the "Centre" for the Gwich'in culture. A heritage centre, mini museum and/or interpretive centre would certainly draw more interest to the area.

Band/Tetlit Tourism Society

18. Shildee Rock

High picturesque rock formation on Peel River 15 km from 8 mile; legend; sacred ground close by; rough trail access from highway and via Peel River. Potential for highway and river traffic. Some protection required to prevent further crumbling. Need for interpretive display and signage.

## TOURISM ENHANCEMENT-SUPPORT PROJECTS

## CONCERNED PARTIES

### 19 . Gwich'in Dancers

Dance Group/Band

The **Gwich'in** dancers, a group of children that perform "traditional" fiddle dances **in** costume are a big hit wherever they perform. They are organized and trained by Mary Snowshoe and some of the children's parents.

To combine with #5, #6, #8, could join with elders in traditional costume; fiddle music, jigging, provision of a entertainment package of interest to tour bus groups, visiting dignitaries etc. Ideal component of Business Plan # 4 **Gwich'in** Cultural Camp.

To schedule with bus tour companies as part of a McPherson stop over 1-2 times per week; other **Dempster Highway Traffic** may be interested if on a **pre-scheduled** basis. Combine with sampling of country foods - dried fish and caribou, **bannock**, berry-loaf, craft, demonstration and sale of arts/crafts.

Two entertainment packages may be **developed**: 1 hour length, and 2 hour length at different prices and available to dignitaries, visiting groups or special events as well as bus tours groups on request.

H. T. A., Band, Tetlit  
**Gwich'in** Tourism Society

### 20 . "Lost Patrol" Dog Team

The development of a dog team race between **Dawson** and Ft. McPherson similar to an increasing number of major dog mushing events in both North America and Europe. Challenging long distance races can generate considerable exposure and in turn economic benefits to the host community. A joint development between **Dawson** already well recognized by tourists, and Ft. McPherson initiating the route regularly followed by the early R. **C.M.P.** Patrols. A centennial project in 1967 saw 11 dog teams from Ft. McPherson complete the historical route.

### 21. Gwich'in Moose Skin Boat

Band

There has been some local research indicating the Last "True" **Gwich'in** moose skin boats built as late as the 1920's were larger than the Dene boats as detailed in the film "Last **Moose**skin boat" : The boat built by Ft. Norman people is now on permanent display in the Prince of Wales Heritage Museum in **Yellowknife**. A project to construct a **Gwich'in mooseskin** boat would help to preserve a dying art, and once a display in Ft. McPherson or at a culture camp/facility could guarantee both Tourist and resident interest. See Tourism Enhancement Project #1(Central Tourist Info Centre and Business Plan #4). **Gwich'in** cultural camp.

## BUSINESS PLANS - INTRODUCTION

The development of any of these suggested business could bring substantial economic and other benefits to McPherson. Spin off economic benefits may include **Co-op** gas, grocery, hardware, coffee shop or hotel business; tire repair and sales; craft sales; canvas shop “awareness” and sales to name only a few.

Other benefits from development of these business may include:

- pride of accomplishment;
- setting a positive example for other businesses in the community;
- training and experience of owners and staff which can be transferred to other businesses;
- exposure to visitors.... a learning experience;

FIVE BUSINESS PLANS ARE DETAILED AND BOUND SEPARATELY FROM THIS REPORT:

1. Arts & Crafts
2. Peel River Boat Tours
3. Dried Meat/Dried Fish
4. **Gwich'in** Cultural Camp
5. Bed & Breakfast

EACH BUSINESS PLAN IS DETAILED UNDER THE FOLLOWING HEADINGS:

EXECUTIVE SUMMARY  
PROJECT DESCRIPTION  
COMPETITIVE FACILITIES AND SERVICES  
MARKET ANALYSIS/MARKET CONSIDERATIONS  
OWNERSHIP, MANAGEMENT, HUMAN RESOURCES & TRAINING  
OPERATIONS  
MARKETING  
FINANCIAL  
LEGAL LICENSING, INSURANCE  
SOCIAL CULTURAL IMPACT  
ENVIRONMENTAL CONSIDERATIONS  
COMMENTS/CONSTRAINTS  
IMPLEMENTATION/TIMEFRAME  
BUSINESS PLAN “TO DO”

APPENDIXES

We suggest that before specific Business Plans are reviewed the main text of the “Ft. McPherson Tourism Opportunities Study” be reviewed to gain an overall prospective.

In our detailing of the business plans we have attempted to strengthen the viability of each project through cooperation with one or more projects.

Some capital cost or marketing budgets may have a minimum and maximum. Money actually spent will then depend on the applicants own resources, his/her seriousness and available assistance.

At the completion of each Business Plan a “To Do” list suggests tasks to be completed in order of priority.

For any of these Business Opportunities we strongly suggest interested operators experience first hand, similar operations. Potential Bed & Breakfast operators to stay with Bed & Breakfast in Inuvik or Dawson; potential Gwich'in Cultural Camp developers to experience similar facilities (ie: Ste Marie among the Hurons in Ontario, Alaska Land in Fairbanks, Baker Lake N.W.T. Traditional Camp).

For implementation of these projects assistance may be sought from one of a number of sources; refer to “Financial & Technical Resources.” We also recommend further research and **planning** is completed in addition to the “Business Plan” detail as outlined before you begin.

## IS THIS BUSINESS FOR ME?

Before entering into any of these business opportunities we must ask:

- Am I prepared to dedicate the time and effort to make it work?
- Do I have, or can I obtain the resources needed?
- Would I enjoy this type of business?
- Is this the type of business that I want?
- Would I gain more benefit and satisfaction from working as an employee... without the hardship and headaches involved with ownership?
- Am I qualified?
- Do I have the financial resources to provide equity?
- Will it compliment my lifestyle and other work activities?

Please refer to the individual Business Plan bound separately from **this report**.

## **12. IMPLEMENTATION: THE TEAM APPROACH**

- In summary, the **Goal** of this process is to maximize tourism benefits for the residents of Ft. McPherson;

**An active on-going group is essential** to obtain this Goal. The group may consist of a wide cross section of interested representatives from the Band, Hamlet, Business, individuals, and outfitters.

Various other resource people such as Contractors, private businesses and especially those with expertise in areas as identified in the five Business Opportunities may be on going members of the “McPherson Tourism Team”. The Arts/Crafts Development Officer and/or the Renewable Resource Development Officer from the Dept. of Economic Development and Tourism in Inuvik may be involved to assist in priorities of “Arts Crafts” and “Dried Meat/Fish” opportunities in an **ex-officio** position.

A **suggested lead group** may be one, or a combination of the following:

1. the Teltit Gwich'in Tourism Society
2. the Steering Committee for this Tourism Study or
3. a Tourism Advisory Committee set up as a part of and reporting to the joint Band/Hamlet Councils.

The **mandate of the on-going committee** might include:

- to review the study and report to the community and other “Team Members”;
- to **priorize** initiatives as **identified** in the study process;
- to encourage and support initiatives by businesses in developing the “Business Opportunities”;
- to discuss Tourism Enhancement Projects suggest who may be responsible for which projects; and to encourage and assist them in proceeding (See Appendix A).
- to identify and encourage additional resources;
- to provide information on an ongoing basis via copies of minutes or newsletters to the Gwich'in Tribal Council, community, government, politicians, region, Western Arctic Visitors Association;
- to monitor progress;

**Business opportunities will be implemented** if and when individuals or groups take the initiative and resources are found!

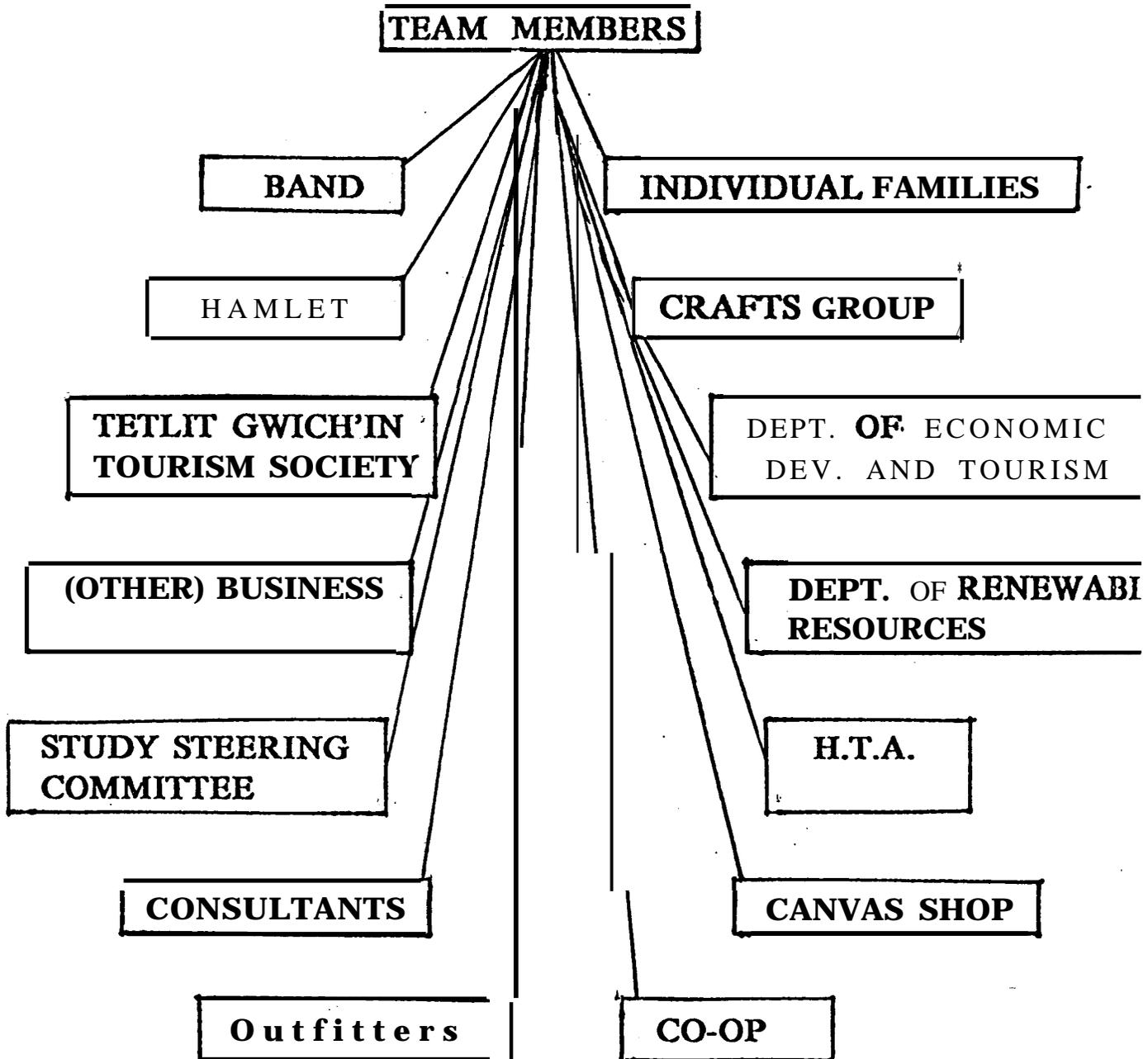
**Tourism Enhancement Support Projects**, complimenting the Business Opportunities, will be phased in over many years. The following suggests implementation for projects in the short term (1 year), medium (2-4 years) and long term (4-10 years). We assume that some projects initiated year #1 may take many years to fully develop.

If each group or team member made it a priority to complete only the 1st item on their list (See Appendix B) great progress would be made.

<b># PROJECT TITLE</b>	<b>SHORT TERM YEAR #1</b>	<b>MEDIUM TERM YEAR # 2-4</b>	<b>LONG TERM YEAR #5-10</b>
1. Central tourist Info Centre	<b>X</b>		
2. Boat Ramp and Dock at 8 Mile	<b>X</b>		
3. Signage	<b>X</b>		
4. Interpretative Site and Walking Tour in Ft. McPherson		<b>X</b>	
5. Town Clean Up	<b>X</b>		
6. Documented Historical/Cultural Signage	<b>X</b>		
7. Business & Tourism Training Position		<b>X</b>	
8. Professional Development Workshops		<b>X</b>	
9. List of Attractions/Activities	<b>X</b>		
10 Film/Book Library		<b>X</b>	
11 N. C.P.C. Tour			<b>X</b>
12. Road Dust Control	<b>X</b>		
13. Campground			<b>X</b>
14. Picnic Site/Playground in Town			<b>X</b>
15. Fix Road to "Last Dock" or Alternative Access	<b>X</b>		
16. Upgrade of Community & Area Historical Buildings			<b>X</b>
17. Heritage Centre/Mini Museum and Interpretive Centre		<b>X</b>	
18. Shildee Rock	<b>X</b>		
19. Gwich'in Dancers	<b>X</b>		
20. "Lost Patrol" Dog Team Race			<b>X</b>
21. Gwich'in Moose Skin Boat		<b>X</b>	

**GOAL -**

**TO MAXIMIZE TOURISM BENEFITS FOR RESIDENTS OF FT. McPHERSON**



### **13. SUMMARY**

The attractiveness of Ft. McPherson as a **centre** for the **gwichin** culture with surrounding natural attractions of the Peel River and Richardson mountains, the Ft. McPherson Tent and Canvas Shop and the community located on the Dempster Highway suggest the future for tourism potential is good. Implementation of suggested Business Opportunities is now up to interested individuals, families, groups or the Band. Implementation of Tourism Enhancement Support projects will be largely dependent on the energy and effectiveness of groups such as the "Tetlit Gwichin Tourism Society.

For further assistance contact the Economic Development officer, or the Economic Development Representative of the Band.

# **APPENDICES**

## **APPENDIX # A SUMMARY OF TOURISM BUSINESS OPPORTUNITIES - CONCERNED PARTIES**

Team Members who may be interested in the "Tourism Business Opportunities" include Band, other Businesses, Canvas shop, Outfitters, Coop, H. T. A., Crafts Group, Individuals, and Families. We have suggested which group **might** be interested in **specific** business opportunities. We have only listed in suggested order of priority those which we feel are worthy of further consideration.

### **BAND**

1. **Gwich'in** Cultural Camp
2. Sports Hunting Richardson **Mtns**;
3. Peel River boat Tours (joint partnership);
4. Taxi;
5. Old Village: Mouth of the Peel
6. Trail River Cabins;
7. Mad **Trapper/Legend** of Lost Patrol;
8. Mini RV Pump Station;
9. Trailer Park;
10. Vehicle Repair;
11. Midway Lake Music Festival;

### **(OTHER) BUSINESS**

1. Taxi
2. Coffee Shop
3. **Vehicle** Repair
4. Mini **R.V.** Pump Station, Trailer Park
5. Sport Fishing
6. Laundry & Showers
7. Vehicle Wash
8. Tannery

### **CANVAS SHOP**

1. Local Guides
2. Crafts

### **OUTFITTERS**

1. Peel River Boat Tours
2. Local Guides
3. **Gwich'in** Cultural Camp
4. Sport Hunting - Richardson Mountains

### **COOP**

1. Coffee Shop
2. Taxi
3. Vehicle Repair
4. Mini **R.V.** Pump Station

### **H.T.A.**

1. Dried Fish, Dried Caribou
2. Sport Hunting - Richardson Mountains

### **CRAFTS GROUP**

1. Arts/Crafts
2. **Gwich'in** Cultural Group
3. Midway Lake Music Festival

### **INDIVIDUALS AND FAMILIES**

1. Bed and Breakfast; Berries/Jams
2. Arts/Crafts
3. Dried Fish, Dried Caribou
4. Local Guides
5. Taxi
6. Vehicle Repair

## APPENDIX # B **SUMMARY OF TOURISM ENHANCEMENT SUPPORT PROJECTS - CONCERNED PARTIES**

**TEAM MEMBERS** and **TOURISM ENHANCEMENT SUPPORT PROJECTS** that they might be concerned with in order of priority include.

### **BAND**

1. Central Tourist Info **Centre**
2. Boat Ramp & Dock 8 Mile
3. Business Development Training Position
4. Heritage **Centre/Mini** Museum and Interpretive **Centre**
5. Professional Development Workshops
6. Fix up community and area Historical Buildings
7. Town Clean Up
8. **Shildee** Rock
9. Campground

### **HAMLET**

1. **Signage**
2. Fix Road to Last Dock (or alternative access).
3. Town Clean Up
4. Road Dust Control
5. List of Attractions Events
6. Interpretive Site & Walking Tour
7. Fix Up of Community & Area Historical Buildings
8. Campground
9. Professional Development Workshops
10. Picnic Site Playground in Town

### **TELJIT GWICH'IN TOURISM SOCIETY**

1. On-going Committee
2. Central Tourist Info **Centre**
3. Professional Development Workshops
4. List of Attractions Activities
5. Documented Historical/Cultural **Signage**
6. Film Library
7. **Shildee** Rock
8. Fix up Community & Area Historical Buildings

### **OTHER BUSINESSES**

1. **Signage**
2. Town Clean Up
3. Professional Development Workshops
4. Fix Up Community & Area Historical Buildings

### **OUTEITTERS**

1. **Signage**
2. Professional Development Workshops

**COOP**

1. **Signage**
2. Town Clean Up
3. Professional Development Workshops

**CANYAS SHOP**

1. **Signage**
2. Central Tourist Info Centre
3. Professional Development Workshop
4. Town Clean Up

**H.T.A.**

1. **Signage**
2. Professional Development Workshops

**DEPT. OF RENEWABLE RESOURCES**

1. Film Library
2. Professional Development Workshops

**DEPT OF ECONOMIC DEVELOPMENT & TOURISM**

1. Central Tourist Info Centre
2. **Signage**
3. Boat Ramp and Dock - (8 Mile)
4. Interpretative Site/Walking Tour
5. Campground
6. Shildee Rock
7. Professional Development Workshops

**CRAFTS GROUP**

1. **Signage**
2. Heritage Centre/Mini Museum and Interpretive Centre
3. Film Library
4. Documented Historical Cultural **Signage**
5. Professional Development Workshops

**INDIVIDUALS/FAMILIES**

1. Town Clean Up
2. Professional Development Workshops

# MIKE FREELAND & ASSOCIATES

5009 Bryson Drive  
Yellowknife, N. WT. ,  
X1A2P2

Ph: 403-8724516  
Fax: 403-920-4013

## FT McPHERSON TOURISM STUDY UPDATE - DEC. 11, 91

Congratulations to the selected Steering Committee for the Tourism Study;

Members are:	Richard John Blake	Rebecca Francis
	Greg Toner	William Koe
	John Itsi	Taig Connel
	Piet Van Loon	Curt Svendsen
	Charlie Snowshoe	Neil Colin

Two community representatives as selected by the steering committee are James Martin and Piet Van Loon. James and Piet will complete various tasks in Ft. McPherson - primarily research, obtaining feedback, concerns and ideas from residents and arranging community meetings.

Mike Freeland of "Mike Freeland and Associates" along with Margaret May and Allen Millmen of Economic Development and Tourism met with various individuals and groups the week of Dec. 2. Allen is the new E.D.O. in McPherson and will be an ex-officio member of the Tourism Study Steering Committee.

~ During the first public meeting Dec. 4 both the steering committee and interested community residents offered general comments on tourism as well as what type of tourism is wanted or not wanted.

Mike Freeland, James Martin and Piet Van Loon will complete further research to prepare for 2 public workshops Jan. 22.

The study Team will present progress report to a joint Hamlet/Band meeting 7:30 p.m. Tues. Jan 21 and will ~~100~~ forward to feedback.

Mike Bell assisted by Mike Freeland will facilitate two workshops Wed. Jan. 22 in the hamlet chambers.

WORKSHOP #1: 1:00 - 5:00 - to describe and discuss all potential related business. opportunities.

WORKSHOP #2: 7:00 p.m. - 10:00 p.m. Team Building  
- to prioritize and select 5 main opportunities.  
- working together as a community towards maximizing success for five selected tourism opportunities.

\* Refreshments will be served.

A further study update will be completed after the Jan. workshops.



Mike Freeland

MF/ce

# MIKE FREELAND & ASSOCIATES

5009 Bryson Drive  
Yellowknife, N.W.T.  
X1A 2P2

Ph: 403-873-3616  
Fax: 403-920-4013

## FT. McPHERSON TOURISM STUDY UPDATE JAN. 13/92

### **Introduction:**

The following are two lists with brief descriptions of: **A. "Tourism Development Opportunities"** and **B. "Other Tourism Needs"**. These are as a result of the first community visit, community consultations and initial research by James Martin and Piet Van Loon - community liaison contacts and consultants Mike **Freeland** and David Hall. These will be discussed and **priorized** at the workshop led by Mike Bell Wednesday, Jan. 22 1:00 to 5:00 and 7:00 to 9:00 p.m., Hamlet Chambers.

We have outlined these **Needs** and **Opportunities** keeping in mind that the main objective is to **maximize benefits from Tourism for residents of Ft. McPherson.** To do so we must **maximize the number of visitors and their length of stay.**

We look forward to the participation of the steering Committee, interested businesses, groups, and individuals in McPherson and representatives from the Dept. of Economic Development and Tourism who are funding this project.

Yours truly,



Mike Freeland

Attachments

MF/ce

# MIKE FREELAND & ASSOCIATES

5009 Bryson Drive  
Yellowknife, N.W.T.  
X1A 2P2

Ph: 4(X-873%16  
Fax: 403-920-4013

## FT. McPHERSON TOURISM STUDY UPDATE - FEB. 10 92 #3

A presentation was made to a joint Hamlet/Band Council meeting in McPherson Jan. 21, '92 by consultants Mike Freeland and Mike Bell and community liaison representatives James Martin and Piet Van Loon, Eric Yaxley of Economic Development Yellowknife, Margaret May Economic Development Inuvik and E.D.O. Allen Millmen of McPherson update the councils on the Departments role in Economic Development, the study process - and in possible implementation.

Due to conflicts with other community meetings the 1st workshop planned for the afternoon of Jan. 22 was combined with the evening workshop.

With facilitator Mike Bell, 14 participants discussed and prioritized Business Opportunities and Tourism Enhancement Support Projects; favorable and constraining factors to development; criteria for selection; resources and implementation.

Priority Business Opportunities are:

- Arts/Crafts
- Boat Tours
- Dried Meat/Fish
- Gwich'in Cultural Camp
- Bed and Breakfast

Priority Tourism Enhancement Support Programs are:

- Central Tourist Information
- Heritage/Mini Museum Interpretive Centre
- Town Clean Up
- Dust Control
- Picnic Site Playground
- Business and Tourism Training Position

A draft of the study should be completed by Feb. 25, '92 after further input by Freeland and David Hall.

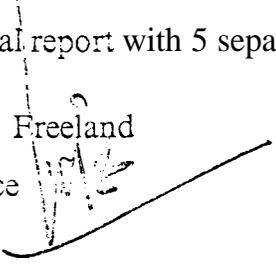
The draft will then be reviewed by Economic Development and Tourism and subsequently by the Steering Committee.

Consultant Mike Freeland and Margaret May from Economic Development and Tourism tentatively plan to travel to McPherson the 1st or 2nd week of March when the report will be presented.

A final report with 5 separate Business Plans is expected to be completed by March 12, '92.

Mike Freeland

MF/ce



## INUVIK VISITORS CENTRE, INUVIK, NT.

DATE	PEOPLE	DATE	PEOPLE	DATE	PEOPLE
9-Jun-91	29	1-Jul-91	55	1-Aug-91	79
10-Jun-91	30	2-Jul-91	86	2-Aug-91	41
11-Jun-91	33	3-Jul-91	103	3-Aug-91	42
12-Jun-91	38	4-Jul-91	52	4-Aug-91	46
13-Jun-91	32	5-Jul-91	102	5-Aug-91	66
14-Jun-91	44	6-Jul-91	70	6-Aug-91	48
15-Jun-91	48	7-Jul-91	49	7-Aug-91	39
16-Jun-91	93	8-Jul-91	67	8-Aug-91	56
17-Jun-91	85	9-Jul-91	72	9-Aug-91	41
18-Jun-91	87	10-Jul-91	80	10-Aug-91	56
19-Jun-91	73	11-Jul-91	56	11-Aug-91	57
20-Jun-91	77	12-Jul-91	50	12-Aug-91	79
21-Jun-91	93	13-Jul-91	50	13-Aug-91	70
22-Jun-91	59	14-Jul-91	101	14-Aug-91	67
23-Jun-91	61	15-Jul-91	87	15-Aug-91	78
24-Jun-91	69	16-Jul-91	70	16-Aug-91	65
25-Jun-91	60	17-Jul-91	56	17-Aug-91	51
26-Jun-91	37	18-Jul-91	82	18-Aug-91	74
27-Jun-91	89	19-Jul-91	86	19-Aug-91	76
28-Jun-91	61	20-Jul-91	119	20-Aug-91	62
29-Jun-91	55	21-Jul-91	79	21-Aug-91	65
30-Jun-91	57	22-Jul-91	113	22-Aug-91	44
		23-Jul-91	55	23-Aug-91	46
		24-Jul-91	80	24-Aug-91	24
		25-Jul-91	81	25-Aug-91	34
		26-Jul-91	57	26-Aug-91	27
		27-Jul-91	67	27-Aug-91	33
		28-Jul-91	71	28-Aug-91	28
		29-Jul-91	36	29-Aug-91	35
		30-Jul-91	46	30-Aug-91	22
		31-Jul-91	70	31-Aug-91	20 Last Day of Operations
<b>TOTAL</b>	<b>1310</b>		<b>2248</b>		<b>492</b>

TALLY SHEET SUMMARIES  
 DEMPSTER HIGHWAY VISITORS CENTRE, DAWSON CITY, YT.

DATE	PEOPLE	DATE	PEOPLE	DATE	PEOPLE	DATE	PEOPLE
4-Jun-91	20	1-Jul-91	85	1-Aug-91	145	1-Sep-91	63
5-Jun-91	28	2-Jul-91	110	2-Aug-91	130	2-Sep-91	58
6-Jun-91	27	3-Jul-91	95	3-Aug-91	121	3-Sep-91	56
7-Jun-91	27	4-Jul-91	187	4-Aug-91	82	4-Sep-91	54
8-Jun-91	19	5-Jul-91	164	5-Aug-91	123		
9-Jun-91	48	6-Jul-91	120	6-Aug-91	110		
10-Jun-91	43	7-Jul-91	97	7-Aug-91	143		
11-Jun-91	49	8-Jul-91	120	8-Aug-91	173		
12-Jun-91	54	9-Jul-91	150	9-Aug-91	172		
13-Jun-91	63	10-Jul-91	163	10-Aug-91	96		
14-Jun-91	56	11-Jul-91	137	11-Aug-91	88		
15-Jun-91	60	12-Jul-91	135	12-Aug-91	89		
16-Jun-91	60	13-Jul-91	120	13-Aug-91	117		
17-Jun-91	65	14-Jul-91	92	14-Aug-91	181		
18-Jun-91	75	15-Jul-91	116	15-Aug-91	146		
19-Jun-91	65	16-Jul-91	102	16-Aug-91	123		
20-Jun-91	85	17-Jul-91	136	17-Aug-91	94		
21-Jun-91	75	18-Jul-91	108	18-Aug-91	94		
22-Jun-91	47	19-Jul-91	169	19-Aug-91	109		
23-Jun-91	34	20-Jul-91	125	20-Aug-91	88		
24-Jun-91	50	21-Jul-91	102	21-Aug-91	74		
25-Jun-91	75	22-Jul-91	80	22-Aug-91	66		
26-Jun-91	74	23-Jul-91	121	23-Aug-91	61		
27-Jun-91	86	24-Jul-91	114	24-Aug-91	42		
28-Jun-91	117	25-Jul-91	143	25-Aug-91	52		
29-Jun-91	61	26-Jul-91	125	26-Aug-91	75		
30-Jun-91	86	27-Jul-91	150	27-Aug-91	73		
		28-Jul-91	63	28-Aug-91	44		
		29-Jul-91	134	29-Aug-91	52		
		30-Jul-91	92	30-Aug-91	75		
		31-Jul-91	72	31-Aug-91	45		
<b>TOTAL</b>	<b>1549</b>		<b>3727</b>		<b>3083</b>		<b>231</b>

## TALLY SHEET SUMMARIES

## NITAINLII TERRITORIAL CAMPGROUND, FT. MCPHERSON NT.

DATE	PEOPLE	DATE	PEOPLE	DATE	PEOPLE	DATE	PEOPLE	DATE	PEOPLE
		1-Jun-91	4	1-Jul-91	35	1-Aug-91	33	1-Sep-91	18
		2-Jun-91	32	2-Jul-91	65	2-Aug-91	16	2-Sep-91	22
		3-Jun-91	13	3-Jul-91	36	3-Aug-91	25	3-Sep-91	9
		4-Jun-91	40	4-Jul-91	24	4-Aug-91	54	4-Sep-91	25
		5-Jun-91	8	5-Jul-91		5-Aug-91	54	5-Sep-91	7
		6-Jun-91	8	6-Jul-91		6-Aug-91	15	6-Sep-91	9
		7-Jun-91	15	7-Jul-91	1	7-Aug-91	24	7-Sep-91	1
		8-Jun-91	17	8-Jul-91	0	8-Aug-91	10	8-Sep-91	2
		9-Jun-91	14	9-Jul-91	6	9-Aug-91	41	9-Sep-91	2
		10-Jun-91	11	10-Jul-91	4	10-Aug-91	22	10-Sep-91	2
		11-Jun-91	14	11-Jul-91	11	11-Aug-91	29	11-Sep-91	0
		12-Jun-91	6	12-Jul-91	17	12-Aug-91	41	12-Sep-91	0
		13-Jun-91	16	13-Jul-91	16	13-Aug-91	37	13-Sep-91	0
		14-Jun-91	17	14-Jul-91	2	14-Aug-91	41	14-Sep-91	0
		15-Jun-91	57	15-Jul-91	15	15-Aug-91	46	15-Sep-91	7
		16-Jun-91	23	16-Jul-91	2	16-Aug-91	33	16-Sep-91	2
		17-Jun-91	12	17-Jul-91	23	17-Aug-91	12	17-Sep-91	2
		18-Jun-91	27	18-Jul-91		18-Aug-91	26	18-Sep-91	2
		19-Jun-91	18	19-Jul-91		19-Aug-91	26	19-Sep-91	0
		20-Jun-91	23	20-Jul-91		20-Aug-91	9	20-Sep-91	0
		21-Jun-91	31	21-Jul-91	16	21-Aug-91	11		
		22-Jun-91	23	22-Jul-91	74	22-Aug-91	18		
		23-Jun-91	26	23-Jul-91	45	23-Aug-91	32		
		24-Jun-91	33	24-Jul-91	30	24-Aug-91	3		
25-May-91	0	25-Jun-91	16	25-Jul-91	59	25-Aug-91	11		
26-May-91	0	26-Jul-91	15	26-Aug-91	17	26-Sep-91	28		
27-May-91	0	27-Jun-91	6	27-Jul-91	40	27-Aug-91	9		
28-May-91	2	28-Jun-91	22	28-Jul-91	41	28-Aug-91	22		
29-May-91	3	29-Jun-91	41	29-Jul-91	49	29-Aug-91	12		
30-May-91	5	30-Jun-91	15	30-Jul-91	31	30-Aug-91	11		
31-May-91	6	31-Jul-91	24	31-Aug-91	24	31-Sep-91	13		
<b>TOTAL</b>	<b>16</b>		<b>603</b>		<b>583</b>		<b>764</b>		<b>20</b>

CAMPGROUND STATISTICS 1991

COMPARATIVE STATISTICAL CAMPGROUND DATA (CHUK TERRITORIAL CAMPGROUND)

YEAR / DATE	* PERMITS						* DOLLARS						* PEOPLE					
	1986	1967	1986	1989	1990	1991	1986	1967	1988	1989	1990	1991	1986	1987	1986	1989	1990	1991
1-Jun						47						330						237
15-Jun		71	118	163	143	181		365	1162	1474	1573	1662		142	428	455	413	678
1-Jul	57	331	349	341	370	455	295	1980	2988	3128	4432	4491	114	662	1046	955	1163	1433
15-Jul	293	535	539	515	554	662	970	3280	4710	4544	6116	7296	586	1070	1525	1442	1678	2008
1-Aug	727	768	689	724	798	978	3635	4610	6022	6388	9943	11021	1194	1536	1912	2027	2585	2820
15-Aug	626	884	789	892	968	1144	3830	5025	7846	7504	12581	12761	1252	1768	2273	2498	2925	3221
1-Sep	705	950	990	1032	1092	1286	4540	6300	8882	9076	13117	14113	1412	1900	2552	2990	3286	3627
15-Sep	711	1012	1028	1102	1127	1327	4575	6695	9478	9612	14152	15413	1422	2024	2646	3086	3414	3757
1-Oct						1331						15447						3764

COMPARATIVE STATISTICAL CAMPGROUND DATA (NITAINLAI TERRITORIAL CAMPGROUND)

YEAR / DATE	* PERMITS						* DOLLARS						* PEOPLE					
	1986	1967	1968	1989	1990	1991	1986	1987	1966	1969	1990	1991	1986	1987	1988	1989	1990	1991
1-Jan						5						25						13
15-Jun			8	18	12	8			40	90	60	195			21	50	26	48
1-Jul		50	41	47	95	56		260	205	235	495	420		100	110	132	226	136
15-Jul	12	97	125	140	154	127	60	495	345	400	845	780	12	171	196	392	364	209
1-Aug	94	121	176	220	213	218	455	615	523	770	1145	1245	188	242	364	616	504	444
15-Aug	122	204	218	254	251	316	635	935	738	1045	1470	1745	244	408	442	711	594	659
1-Sep	148	230	241	271	282	373	765	1175	893	1390	11525	2035	296	460	526	759	656	812
15-Sep	184	253	245	281	285	387	420	1315	918	1545	1660	2035	368	506	533	787	668	830
1-Oct						390						2125						833

NOTE: 1991 Season: Chuk Territorial Campground May 18/ 1991. to September 18/ 1991  
 ALL COLUMNS ARE RUNNING TOTALS. Nitainlai Territorial Campground May 25/ 1991. to September 20/ 1991

TABLE 3

ORIGIN OF VEHICLES  
PEEL RIVER (FORT MCPHERSON) FERRY

Origin	Vehicles Number	%	Visitation Index
British Columbia	420	20.7	3.0
Yukon	330	16.2	265.0
Alberta	252	12.4	2*2
Ontario	140	6.9	0.3
Saskatchewan	41	2*0	0.8
Manitoba	38	1*9	0.7
Quebec	14	0.7	0.04
Remainder of Canada	a	0.4	0.07
<b>sub-total Canada</b>	1243	61.2	1.0
<b>Alaska</b>	<b>151</b>	<b>7.5</b>	100.0
California	108	5*3	1.3
Washington	69	3*4	4.8
Florida	45	2.3	1.2
Oregon	35	1.7	4.2
Texas	31	1.5	0.6
Minnesota	27	1.3	2.1
Illinois	27	1.3	0.8
New York	25	1.2	0*4
Michigan	21	1.0	0.7
Ohio	21	1.0	0.6
Remainder of U.S.A.	196	9.7	0.5
<b>Sub-total U.S.A.</b>	<b>756</b>	<b>37.2</b>	1.0
<b>Overseas</b>	<b>32</b>	<b>1.6</b>	
<b>TOTAL</b>	<b>2031</b>	<b>100*0</b>	

## NOTES:

1. Based on the total number of vehicles for the entire survey period of May 25 - September 30.
2. Remainder of U.S.A. includes many states each of which contributes less than 1.0%.
3. See Appendix C for calculation of the visitation index,
4. See Table 2, note 4 regarding Overseas Visitors.

## APPENDIX "I"

TABLE 4

GROWTH IN VEHICLE TRAFFIC  
- 1987 -> 1991

YEAR	1987	1988	1989	1990	1991
<b>FERRY ORIGIN</b>					
<b>Mackenzie River</b>					
Canada	2983	2895	2956	3030	3298
U.S.A.	414	342	375	373	406
<u>overseas</u>	<u>11</u>	<u>5</u>	<u>8</u>	<u>3</u>	<u>5</u>
<b>Total</b>	<b>3408</b>	<b>3242</b>	<b>3339</b>	<b>3406</b>	<b>3709</b>
<b>Liard River</b>					
Canada	582* <sup>1</sup>	447	546	739	776
U.S.A.	123	94	160	169	122
<u>overseas</u>	<u>7</u>	<u>5</u>	<u>9</u>	<u>8</u>	<u>3</u>
<b>Total</b>	<b>712</b>	<b>546</b>	<b>715</b>	<b>916</b>	<b>907</b>
<b>Peel River</b>					
Canada	1204	1073	1216	1231	1243
U.S.A.	821	658	627	717	756
<u>overseas</u>	<u>25</u>	<u>26*<sup>2</sup></u>	<u>0</u>	<u>19</u>	<u>32</u>
<b>Total</b>	<b>2050</b>	<b>1757</b>	<b>1873</b>	<b>1967</b>	<b>2031</b>

## NOTES:

- \*1. The 1987 Liard River Canada data has been corrected for a sizeable number of Papal Visit travelers to Fort Simpson.
- \*2. The 1988 Peel River overseas data has been corrected for a large party of Italian test vehicles.

Table 4 and Figure 1 show the growth in traffic for the period 1987 to 1991. Traffic for 1991 showed modest increases over 1990 for the two major routes (Mackenzie and Dempster Highways). In the longer term 1987 was a peak year possibly associated with the publicity the Northwest Territories received at Expo '86 in Vancouver. It has taken until 1990 on the Mackenzie Highway and until 1991 on the Dempster Highway for traffic flows to return to the 1987 levels.

The survey periods for 1985 and 1986 do not allow for valid comparisons with later years; but, there did appear to be increases from 1985 to 1986 and 1986 to 1987 (see 1986 and 1987 reports).

Dawson Percentage Counts

**NWT Visitors Centre - Dawson City, YT. 1991**  
 Visitors Place of Origin - Guest Book Signature counts

	June		July		August		September	
	#	%	#	%	#	%	#	%
Canada	324	42	872	44	553	36	30	30
USA	322	41	801	40	580	38	42	42
Germany	49	6	105	5	163	11	14	14
Austria	8	1	14	1	22	1	2	2
Switzerland	19	2	58	3	59	5	7	7
United Kingdom	14	2	18	2	34	3	4	4
France	1	0	28	2	22	1	1	1
Italy	0	0	9	0	30	2	0	0
Israel	3	0	3	0	0	0	0	0
New Zealand	13	2	0	0	8	1	0	0
Other	18	2	0	0	0	0	0	0
Australia	12	2	29	2	24	2	0	0
Norway	0	0	3	0	0	0	0	0
Sweden	0	0	3	0	1	0	0	0
Finland	0	0	1	0	4	0	0	0
Denmark	0	0	1	0	1	0	0	0
Checkoslovakia	0	0	2	0	0	0	0	0
Japan	0	0	10	1	6	0	0	0
Holland	0	0	8	0	5	0	0	0
Brazil	0	0	3	0	1	0	0	0
South Africa	0	0	2	0	0	0	0	0
Singapore	0	0	2	0	0	0	0	0
Belguim	0	0	6	0	1	0	0	0
Barbados	0	0	1	0	0	0	0	0
Columbia	0	0	0	0	1	0	0	0
Nambia	0	0	0	0	1	0	0	0
<b>TOTAL</b>	<b>783</b>	<b>100</b>	<b>1979</b>	<b>100</b>	<b>1516</b>	<b>100</b>	<b>100</b>	<b>100</b>

Visitor Groupings by Group Size

Group Sizes	# of Groups	%
1	836	20
2	2052	50
3	356	9
4	448	11
6 or more	395	10
<b>Total</b>	<b>4087</b>	<b>100</b>

Visitor Groupings by Destination

Destination	# of Groups	%
Inuvik	1074	20
Dempster	220	4
Other	5361	76
<b>Total</b>	<b>6655</b>	<b>100</b>

\* Note: Each Signature was counted as one entry therefor this does not represent the total number of visitors that vis