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***The Story Of Northwest Territories Pavillion
At Expo 86
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Reference Material

“Superb.”

“One of the best.”

“Surprise hit.”

“A knockout.”

“Absolutely extraordinary.”

“One of the top five.”

“Best of the lot.”

“Imaginatively designed.”

“A great job.”

“Powerful, eloquent.”

Hon. Tagak Curley,
Minister responsible,
NWT Expo:

The decision in 1983 by the Government of the Northwest Territories to participate at the 1986 World Exposition came at a time when many jurisdictions were examining the medium itself and the returns received on their investments of time and money.

Three years later, I am pleased to report that Expo 86 has not only helped to reaffirm international confidence in the medium, but it has also demonstrated that a well-planned and well-financed world exposition can provide the returns necessary to justify substantial investments from government and the private sector.

I am honored, with this report, to provide an overview of the Northwest Territories participation at Expo 86 and to provide some indicators of the success of the project.

As you will note from the body of this report, there are numerous statistical measurements which help support this conclusion.

For example, the pavilion operated at full capacity from 10 a.m. to 10 p.m. seven days a week for almost six months. [It attracted over 1.5 million visitors, which was approximately seven per cent of the total attendance at Expo 86. Our visitors were hosted by more than 140 northern staff and entertained by over 300 performers and artists from every region of the Northwest Territories. Purchases in the North of goods and services, including arts and crafts, country foods and building supplies, along with staff salaries, were in excess of \$5 million,

And even though the pavilion no longer exists, the inukshuk, our symbol of friendship and hospitality, continues to stand on the shores of False Creek as a Northern Expo Legacy.

In my view, there were a number of factors which contributed to the success of the Northwest Territories pavilion.



Curley, right, with architect **Bing Thorn**

When the people of the Northwest Territories decided to take part in Expo 86, my first thoughts were: 'Can we pull it off?

'After all, we're only 51,000 people and we've never done anything as big as this before, we've got nothing in our experience to compare it with, and we'll be competing with a lot of powerful countries with all kinds of success at this kind of thing and all kinds of money.'

I thought to myself: 'I think we can do it,' but I have to confess that at the time the question lingered in my mind: 'Are we really ready to compete on the world stage?'

Looking back, now that Expo's over, the answer's obvious: the NWT pavilion was a remarkable success. Our pavilion, the people of the North who worked on it and in it, and the people of the North who helped shape it, along with our corporate partners and sponsors, did an astonishingly successful job. We were rated the best of the Canadian pavilions at Expo and one of the top five of all the 80 pavilions there.

The people of the North came through with flying colors, And the world loved it.

Hon. Tagak Curley,
Minister responsible,
NWT Expo

First, our participation required the necessary political will to develop and present a 'first-class' show and to accept that there would inevitably be cost overruns.

Second, while it took some time to develop, the project eventually achieved the credibility necessary to solicit the outstanding support of 39 corporations and virtually every government department in the regions and headquarters.

Third, it is clear that our design team, along with the people of the North who guided the development of ideas through to a building, storylines, exhibits, displays and programs, did, in my view, a superb job.

Finally, as both you and I have acknowledged on many occasions, the staff and volunteers who worked at the pavilion were simply outstanding in their role as ambassadors from the North.

Nevertheless, there were costs associated with the success of the project.

With respect to cost overruns, you already reported on this issue to your colleagues during the October session of the Legislative Assembly. This report provides more detail on this matter. However, I believe that when the offsetting value of inventory and assets which have been returned to the North and other factors are taken into consideration, the people of the Northwest Territories

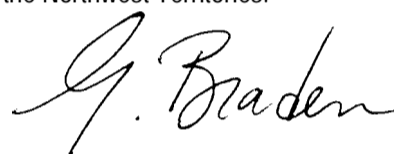
received good value on their investment.

In conclusion, I recall a comment to the effect that we had created another northern 'community' in Vancouver for six months during 1986. This community of young and old had its fair share of problems that one would normally expect from a group of people which usually averaged between 175 to 200 at any one time.

However, it was the opportunity to share this northern community with the world which brought us together and which was the major attraction of the Northwest Territories pavilion. Our visitors were, in my view, genuinely interested in our message, and not just what was said, but how we said it – with enthusiastic friendship.

On behalf of all the pavilion management and staff, our sincere appreciation for the support of you and your colleagues during these past three years.

It has been an honor for all of us to represent the people and the Government of the Northwest Territories.



George Braden,
Pavilion commissioner



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 A 7 9 < 0 7 4 . Expo 86



Inuit throat singers on pavilion stage

“No other pavilion at Expo 86 did a better job than the NWT.”

Jim Pattison,
 chairman,
 Expo 86.

“Each morning at 10 a. m., when Expo opened, people at the East Gate who had been waiting to get into the grounds literally ran to our pavilion to get in line.”

Sherri Wilson, office and visitors service manager, got used to the morning rush-hour. So did her co-workers.

The daily line-up began in front of the pavilion, backed up past the [1]elconl ing arms of the huge stone in uksh uk built at the front of the building by Alvin Kanak of Rankin Inlet, and snaked back beside the Northwest Territorial Airway Stage and past 50 flags of NWT communities. (Many of the flags were developed by communities especially for Expo).

Some days, the line-up doubled across neighboring Folklife and alongside the People’s Republic of China pavilion next door.

Visitors came on foot, in baby carriages and strollers, in wheelchairs, by monorail, Skyride and ferry. For the official May 2 opening Their

Royal Highnesses The Prince and Princess of Wales arrived by yacht at the Expo dock in front of the NWT pavilion.

People waiting in line to get into the pavilion — at times the line-ups were as long as 45 minutes — were akin to a little United Nations, from just about everywhere: Seattle, Tokyo, Los Angeles, Toronto, Edinburgh, Vancouver, Australia, New York, Regina, Poland.



China was next door

“The Northwest was... consistently in the top three ‘must see’ at Expo.”

Hon. Claude Richmond,
B.C. minister of
tourism/Expo 86.

Expo ekq Northwest
Territories gha kphoh
su ats'q tae t'a
danahk'e nez
wek'ehodzo adza.

The pavilion, in order to make the
it easier for them, provided a
\$400,000 entertainment program
staged outdoors by 300 artists and
performers from every region (and a
total of 30 communities) of the NWT.
Some visitors, expecting more tradi-
tional groups such as the Fort Good
Hope Dene Drummers, were surprised
to hear Igloodik's heavy metal band,
Northern Haze, rocking in Inuktitut.

At times the outdoor entertainment
on the NWT Airways Stage was so
successful you couldn't tell the per-
formers from the audience: Frank
Cockney and others playing “old-
time” music while people from the
crowd spontaneously came up on
Stage to dance to it: Charlie
Panigoniak getting the audience to
sing a chorus of his song, and in In-
uktitut, and youngsters springing out
of the crowd to participate in the
Mackenzie Delta blanket toss.

It was this instinctive and informal
friendliness between staff, enter-
tainers and visitors that seemed to be



Inukshuk builder Alvin Kanak

NWT Expo's hallmark, and one of
the main reasons why we were rated
— depending on who was passing
judgement — the top pavilion,
among the top five, or among the top
eight of the 80 pavilions and attrac-
tions there.

As well, unlike many pavilions,
our staff (with few exceptions) was
all from the North, so they could talk
with credibility about the exhibits.





Staff and string games

and displays. This was unlike many pavilions that relied on locally-hired people for staff.

It was primarily for these reasons that a professional exit survey we had conducted on visitor views told us that on a scale of one to 10 a total of 1,042 visitors selected at random after they left the pavilion rated us on the average an 8.4 out of 10 — well within the range of "excellent" as an attraction.

Even more flattering, 74 per cent of the people surveyed considered our pavilion to be better or much better than the other pavilions they had visited.

So, all things considered, while we could have saved ourselves a lot of money — and avoided a large part of our additional unexpected personnel expenses — by hiring staff in Vancouver, undoubtedly we would not have achieved the friendly and informal environment that seemed to mean so much to Expo's visitors and to our success. In effect, our northern staff said as much about the North as our exhibits.

Meanwhile, our excellent cultural program — from storytellers and poets to pipe bands and throat singers — was one of the largest, pro-

fessional cultural programs at Expo 86 and, according to Expo itself, one of the most successful.

And NWT Expo has three of its corporate partners to largely thank for the success of this varied and comprehensive cultural program, because it was these partners — Northwest Territorial Airways, HBC Northern Stores and Pacific Western Airlines — that, among other things, sponsored many of the cultural events.

Nor can we forget our 300 volunteers on vacation or retired or working in B.C. who worked gratis with the entertainers, chatted with visitors in the line-ups, and stamped over one million Expo passports.



Yellowknife Day at the pavilion

Pavilion awards

*The 12,000 managers of Canada's travel and tourism industry voted the NWT pavilion **the Canadian tourism event of the year** in 1986.*

*The Canadian Wood Council, the national organization of our country's forest-products industry associations, named the NWT pavilion **the best new building** erected in Canada between 1981 and 1986 in which extensive use of wood was employed.*

*The Yorkton Short Film and Video Festival — one of Canada's foremost — awarded NWT Expo's feature film, *The Emerging North: In Search of Balance*, two awards — a Golden Sheaf for the **best musical composition on film** in Canada in 1986, and a **certificate of merit** for the film itself.*

**"One of the best.
Ten unforgettable**

**minutes that
make a third of
the second-
largest country
in the world
intimate."**

*Vancouver Sun
reviewing the
pavilion film.*

Marlaknaktuq taima
takiluangitkaluaktuq
pikchasoq tamna.
Canadam
avaksaraluanga
qupiplugu angitilanga
nunakput, ami Canada
tukliuyuk nunapayanni.

For nine months a northern film crew packed a 16mm French Aaton camera and all its accessories across the Territories, from Lake Hazen to Pine Point, from Pangnirtung to Nabanni, and from community dances to oil rigs.

*sometimes the crew travelled by canoe and qamutiik, sometimes by helicopter, Twin Otter or Cessna to produce the prize-winning pavilion film, *The Emerging North: In Search of Balance*, sponsored by Petro-Canada Resources.*

"The project wanted us to do what any filmmaker would love to do — get to the heart of the subject — the spirit of the land," said Alan Booth of Yellowknife. The film was entirely written and co-produced by Yellowknife Films' Booth and Lanny Cooke.

A haunting mix of throat singing and synthesized music gave voice to a land half as old as time and, as one visitor put it, goosebumps to the audience.

The 10-minute film was the first feature visitors saw of the North after entering the pavilion. They sat on benches in the dark — 250 at a time — to experience a celluloid adventure that elicited rave reviews from the visiting media,

The Vancouver Sun gave the NWT film and only two other audio/visual presentations — out of about 60 at Expo — a top rating of five stars. Similar accolades came from The Globe and Mail, Vancouver Province and Toronto Star, to name a few. As well, The Emerging North was among a handful of Expo films selected by the B.C. government to be shown in a government trade fair for people in the motion-picture business from around the world.

"The film elicited an extraordinarily positive response towards the Northwest Territories from the fair-going public as well as exhibit and film professionals," Frank Mayrs

... the display of the Northwest Territories was engaging. Its appeal lies in both its artistry ... and in its content, including an adult discussion about hunting, with pictures of adults without gratuitous and inevitable smiles."

*Peter Prangnell,
Canadian
Architect
magazine.*

of Ottawa, a creative consultant to the pavilion, recently wrote.

And when it was over, and the lights came on, a mirrored door eight metres high swung open to let the moviegoers enter the special-effects area — the Landscape Gallery — with its dazzling images of an immense and quiet landscape.

The Landscape Gallery did something to people.

They were (rely there five minutes before they moved on to the exhibits.

But in that five minutes they felt something.

Not that they could adequately describe it. About the closest they could come was to call it 'something special.'

That's probably because the Gallery was designed not to appeal to their intellect but their feelings. And it worked.

The Gallery was a sensory experience of lights, mirrors, changing

sounds and huge landscape murals — with four kayaks and canoes 'floating' in the foreground — that in concert took visitors in a matter of minutes from the dawning of a new northern day to sunset.

"We wanted people to come close to experiencing the landscapes they had just seen in the film," said exhibit designer Dave Jensen of D.

Jensen and Associates of Vancouver.

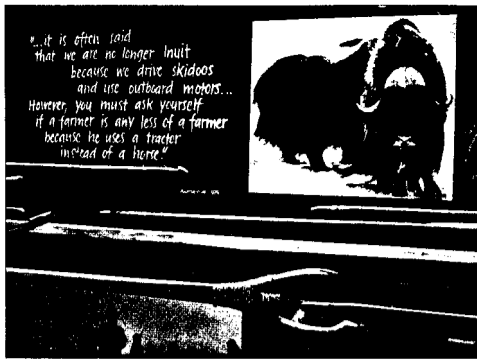
'By using mirrors and photographs (the huge landscapes were done by a photographer specially commissioned to shoot northern scenes on an 8-by-10 camera) we could recreate in the gallery some sense of the vast space you feel in the North.'

Some people stayed behind in the Gallery while the others walked on into the exhibit area. Others came back a second and third time just to experience again the sensation,

"To be in that space alone was a very special experience," said visitor John Osburn of Vancouver.

Ju zheh nitr'untthen,
 gwichil'ee nilh. Judin
 guzhit gugwinahon
 guuveenjit gwunzih.
 Jidin azhit gwizhit
 nitr'unlu gwichil'ee k' it
 tr'eltsaih. Datthak
 ts'atgwik'etedzugwel-
 zeh.

“This pavilion is
 a triumph of
 imagination,
 integrity and
 belief in the
 sophistication
 and intelligence
 of the audience.”
 Stephen Hume,
 editor, Edmonton
 Journal.



An educational experience

Any veteran of world expositions will tell you that people don't read in pavilions, they watch film or slides and look at pictures, real people or objects; but they don't read,

However, in the NWT pavilion visitors not only read, they lined up to read. What captured them in the exhibit area were the words of northerners — random quotations that were part oral history, part dreams, part frustrations.

Our exit survey of over 1,000 visitors showed 81 per cent of them found the pavilion very informative, the same percentage found it very interesting and 72 per cent said it was very impressive.



More of exhibit area

The media called the exhibits “powerful, eloquent” and “a wealth of unspoken history.” They said it was a “tour of the North that leaves some eyes moist.”

Expo 86 itself summed it up in the corporation's adjudication of the exhibit techniques used in all pavilions.

Passing judgement on ours, Expo wrote: “[Using short, poignant quotes (printed on the exhibit panels) was a brilliant way to let the residents of the NWT tell their own story, inviting the visitor to participate in a warm and often humorous and moving dialogue.”

These words of northerners gave new meaning to the photographs and objects on display.



People loved to touch furs

Meanwhile, overhead in the exhibit area, stretched in frames and lit up by spotlights, scraped mooseskins prepared by Jane Dragon and Elizabeth Bourke of Fort Smith glowed like nomadic tents. Caribou clothing and beaded amautiit gave visitors a new perspective on traditional cultures. And thanks to animal skins banging on the wall, visitors were able to touch furs (such as wolf, wolverine and muskrat) so critical to the survival of our hunting economy.



Aircraft floated above exhibits

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"It's the voices
 of the North that
 stay with you."

Bonni Raines
 Kettner,
 Vancouver
 Province.

Twelve huge models of northern aircraft, from the legendary Beaver to the massive Hercules, flew near the rafters of the pavilion above the Cominco mine drift and Gulfs drilling rig.

The model aircraft were supplied by Northwest Territorial Airways, Pacific Western Airlines, First Air, Nordair, Calm Air and Bathurst Inlet Lodge.

NWT Expo is also grateful to the following corporations for the provision of exhibits: Esso Resources Canada Ltd., (drill stem); Gulf Canada Ltd., (artificial island drilling rig and model ships); HBC Northern Stores, (furs); Cominco, Northern Group, (model mine drift); Arctic Transportation Ltd., (model ships); Cape Dorset Co-op (Inuit sculpture); and the Balsheim family for its fine carvings collection.

Paul Andrew of Inuvik was asked if he had something to say about the North to people in the south.

"Tell those people down south, if you get a chance, to come up here and see it for yourself — enjoy it."

A smiling Paul and his informal invitation were part of the "Faces" audio-visual show as you came out of the exhibit area. The slide show was sponsored by Petro-Canada Resources.

"Faces" was made up of portraits and accompanying comments from bush pilots, bunters, clerics, community leaders, roughnecks, broadcasters, elders, poets and just about every other category of northerner. Each spoke with humor and passion about their North — about land claims, trapping and language, about six weeks in and six weeks out, about the past and about the future, about the land and about the people.

A writer for the Vancouver Sun called the 20-minute show "simple and haunting, a lovely piece, but the part I liked was that the audience sits on boulders rather than chairs."



Engrossed in "Faces" slide show

About the time the pavilion topped the one-million-visitor mark, its gift shop reached \$1 million in sales. By the time Expo was over, sales would reach \$1.3 million.

What was especially impressive about the shop's revenue was that many of the items were expensive.

"We're not selling pork and beans," was how sales manager George Ferrand put it. "People have to think when they spend \$950 on sealskin parkas and hundreds of dollars on soapstone carvings."

Virtually every item supplied by 192 businesses in 46 NWT communities sold well, from pavilion pins to beaded mukluks — 230 product lines in all. Collectors scooped up unique items from a rabbit and wolverine parka to thousands

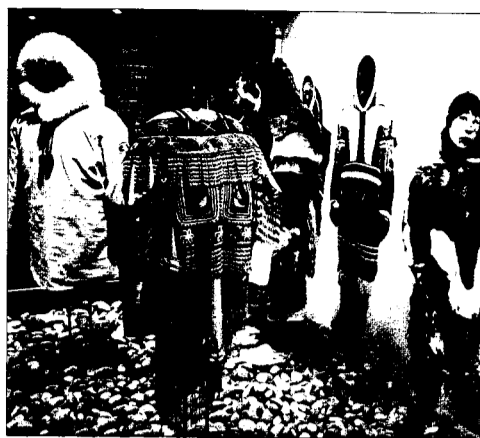


"Faces" slide show was a hit

of copies of "Arctic Comic," the original northern comic book by illustrator Nick Burns of Rankin Inlet.

The HBC Northern Stores loaned the pavilion the cabinetry it needed

for displays and provided warehousing space in adjoining Burnaby for the storage of merchandise,



Traditional clothing on display

For many shoppers it was a first look at qiviu t, a muskox "cashmere" knitted into scarves and tams. Seal leather purses — a new product — sold out. Demand led to quick production of a pavilion video and cassette tapes of "Ecbc-es of the Northland," the original soundscape for the Landscape Gallery.

"Sales really picked up on any item being demonstrated," said Ferrand, referring to the rotating demonstrations by artists from the five regions of the NWT on the shop's Producers' Stage.

"Once people saw the work and the skill which goes in to a piece, they could appreciate its value," said Ferrand.

Ferrand said the pavilion's demand for northern goods had the beneficial effect in the north of sparking the creation of many new products in the 18 months before Expo opened. Out of this came such diverse northern-made items as

"I like the shy Dene women in the gift shop who speak in whispers and had to fly 5,000 miles to get here."

Peter McMartin,
Vancouver Sun.

Dene ts'elı́ úzhagı́łı́,
sı́łae lemlı́ dechı́
gets'qh ejoh nigı́ı́de,
k6, t'ahsı́ megháodendi
naendı́h nihzhęh tsı́ne
elets'ę́ zháogı́ndeh,
kaondı́h a segha nezı́.

sealskinmosquitos, comic books and postcards. As well, said the former long-time Bay executive, the pavilion gave many of these products, and others from the north, exposure to the international marketplace for the first time.

‘It’s this kind of exposure that leads to national and international interest, contacts and sales,’ said Ferrand.

The Vancouver Sun called the NWT gift shop simply the best at Expo.

Bert Fry, winner in August of a family trip to Yellowknife and Coppermine as the pavilion’s millionth visitor, had one question:

‘Can we leave tomorrow?’

Bert, wife Marlene and their

13-year-old son got their wish — via Air Canada and Northwest Territorial Airways.

‘I want to go there, That’s what most people said when they came out of the pavilion,’ according to travel desk co-ordinator Cynthia Mallon.

‘Most people knew very little about the NWT, but they sure wanted to know more,’ Cynthia said,

The travel-desk complex, with its huge display map, was the last attraction before visitors left the interior of the pavilion.

About 75,000 Explorers’ Guides and information kits were distributed to visitors. The domestic and international press were given 17,000 media kits, which included travel and attraction information, Volunteers

“Well, how do you like Canada so far?”

Expo visitor to an NWT guide.

Hídú gots'é deri ʔehda
 canáda sú negha
 goneʔo?
 ʔeyi Expo gets'~
 denéhlj xáhtá k'ínadaí
 ʔeyi húhdá gets'p dene
 ʔekó ʔeghálayeda
 goghó dahudehke
 yáʔahet'e.



Another part of retail sales area



Northern staff liked meeting people

banded out 800,000 postcards made from drawings by NWT school-children. They invited visitors to write and tell them how they liked the pavilion.

Northwest Territorial Airways and the north’s six tourism zone associations provided staff for the travel



The pavilion's popular travel desk

desk, the Tourism Industry Association of the NWT provided the display map of the NWT and the desk complex, including a computer on which specific travel information could be provided on request, and the very popular stuffed polar bear and muskox donated by Hawkins Taxidermists Ltd.

According to the scientific exit survey conducted for us by Canadian Facts, 42 per cent of the visitors to the pavilion were from B. C., 20 per cent from elsewhere in Canada, 27



Giant travel map of the north

per cent from the western U.S., 10 per cent from other parts of the U.S. and one per cent from the rest of the world.

Three-quarters of the people surveyed said they were more interested in visiting the NWT as a result of what they learned in the pavilion.

"Our number-one reason for going to Expo was to heighten non-resident awareness of the Northwest Territories," said Alan Vaughan, pavilion deputy commissioner. "There is absolutely no doubt that we admirably achieved this goal, and not only among those who visited the pavilion but also among the millions around the world who must have read and heard and seen us through overwhelming media attention."

The residual effect of all this exposure, he added, is bound to have a beneficial impact on tourism in the north.



Carver Sonny MacDonald

"Travel experts tell us this kind of exposure is undeniably linked to increased tourism," Vaughan said.

"our presence at Expo, combined with an aggressive industry and government marketing program, will produce steadily-rising tourist figures over the next several years."

“With Vancouver being the birthplace of several environmental groups, frankly we expected some people to object to the hunting and trapping done in the North,” said Doug Stewart of the Territorial government’s department of renewable resources.

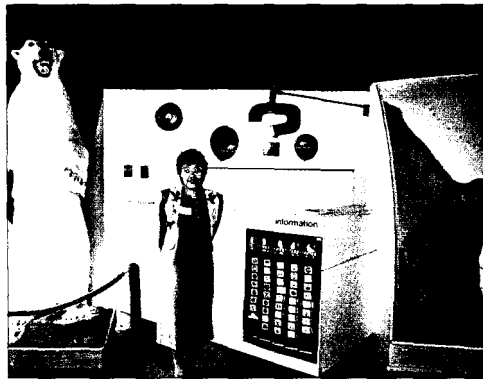
As it turned out, few people did.

As a matter of fact, according to the government wildlife officers who answered questions at the Renewable Resources tent there was — among the pavilion visitors — widespread support for subsistence use of wildlife.

The staff was also surprised at the powerful attraction that fur pelts had on the wildlife tent.

“They acted like a magnet,” said Stewart.

Stewart felt that the tent’s location on the Pacific Western Plaza near the pavilion’s exit probably helped crystalize the pavilion experience.



Information desk

“It gave people a chance to talk to wildlife officers who work in the field about what they had just seen in the pavilion. Some (mistakenly) thought species such as caribou, muskox and polar bear were endangered, and they were impressed with the wildlife management work being done.”

Canadian author and journalist Peter C. Newman was intrigued by the new tanned seal leather products — briefcases, etc. — for sale in the pavilion, and the red-dyed sealskin chesterfield chairs and grey-dyed sealskin coffee tables in the upstairs Governor’s Lounge.



Sealskin-leather chairs and tables



Renewable Resources tent



Muskox was popular with kids

“We cannot forget the message and the dilemma of balance and change that you face.”

visitor John Hindle, Kelowna, B.C.

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 Kelowna, B.C.



Icicles restaurant was fair favorite

"The (furniture) prototypes are standing up very well," Newman was told by Robert (Bob) Hornal. Hornal, a former NWT resident, was in charge of promotion of economic development for the pavilion. With the support and initiative of George Whitman, public affairs manager of the HBC Northern Stores, many overseas business contacts were established at Expo and numerous serious enquiries about new markets exploited, especially regarding sealskin. These are now being followed up by The Bay and the government's department of

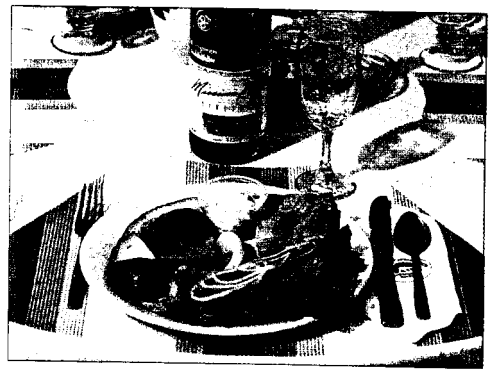
Ne-Enáke ké dáóndíh
goghaendíndíh
Xáhtq, nágots'ezheh
léts'ehdéh, kóé Gocho
nizhéh shéts'ezheh
k'éh, "Golu" gúzhe
gets'~h kadí.

**"How do you
serve your
mukluks?"**

*visitor in the
pavilion
rests uran t, Icicles*



Much of the restaurant was outdoors



Smoked char

economic development and tourism.

What with the virtual collapse of the international sealskin market, and the resultant hardship on Arctic bunters, one of the pavilion "s aims was to develop interest among the business community in the development of alternative sealskin markets: hence the furniture prototypes.

The Vancouver Sun's food writer called Icicles the second-best restaurant on the Expo site after Czechoslovakia's, a remarkable chocolate when you consider the number and variety of eating places at Expo and the fact some countries sent their culinary elite to the world's fair.

Western Living magazine went even further. "L<>jk for the, fair's best food at the Northwest Territories pavilion."

And Alaska Airlines magazine commented: " . the most enticing men uI've seen is from the North west Territories pavilion. 's



Cook Sarah Teva

Icicles also was rated the best exotic game food restaurant not only at Expo hut in the whole of Vancouver.

And a Victoria radio station — polling its listeners by phone — found the majority of them singled out the NWT pavilion and especially Icicles as the highlight of their visit.

Line-ups in the restaurant were standard and, at times, surprised diners found themselves eating upstairs in the Governor's Lounge because there were no empty tables in that part of the restaurant inside the pavilion or in its outer half on the Pacific Western Airlines plaza.

When the last muskox burger had been served off the outdoor grill, total sales by the restaurant were \$1.85 million during the life of the fair.

There was muskox — the top-selling item — reindeer, and countless Arctic char and whitefish. They proved northern foods could be, just as popular in the south. One visitor even tried to order a muskrat burger.

In total, 45,000 appetizers were sold, 90,000 meals, 50,000 desserts and 200,000 drinks.

Restaurant manager Don Anderson credited the northern menu developed by Swiss-trained chef Marcus Burkhard as the main reason for the restaurant's success,

"Icicles also got a lot of international press and public attention by using 10,000-year-old ice berg chunks in drinks," said Anderson. "When people realize they're drinking

something older than the Pharaohs, they're intrigued. "Icicles went through 3½ tonnes of it. Pacific Western Airlines flew gratis to Expo the tons of ice cut from a berg near Resolute.

The restaurant staff of 70 northerners sometimes seemed to spend much time answering questions — "Are you from the bannock tribe?" — as serving food.

It was time well spent, according to Ann Rees of The Province, Vancouver's morning newspaper.

"You can go home again at the Icicles restaurant," she wrote. "Friendly staff and quality food honestly prepared gives a sense of old-fashioned, frontier-style home cooking — with a dash of flair."

Said Anderson: "After surviving Expo, the staff will be able to handle any restaurant job in the North."

The restaurant's prime waterfront view overlooking Expo proved a big draw. Icicles catered to capacity crowds ordering such drinks as Mackenzie Breakups and Herman Nelsons right up till midnight.

Correspondent Paul Lasley of the Los Angeles Times concluded: "A late dinner here timed to end with the nightly fireworks display is a perfect ending to a day at the fair."



Muskox burgers

"Thank you very much for receiving us so hospitably at your pavilion. For us Austrians, (it) provided us with the first glimpse of what the Canadian Arctic is all about."

Otto Ditz,
Austrian Embassy,
Ottawa.

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A Saudi Arabian prince, billionaire publisher Malcolm Forbes, Prime Minister Brian Mulroney, John Furrer, Ed Broadbent, Pierre Trudeau, John Travolta, Liberace, Michael J. Fox, Shirley MacLaine, hockey's Lanny McDonald and U.S. television's Ted Koppel are just a few of the 2,000 VIPs who signed the NWT guest book in the upstairs Governor's Lounge.



The Governor's Lounge

The presidents of Air Canada and communications giant Warner Bros., the chairman of even-bigger General Motors, members of Parliament, archbishops and international leaders from every country represented at Expo 86 were among those who experienced northern hospitality first-hand.

"We always included the NWT on our very important VIP tours," said Pat Prior, administrator of official visits for Expo 86. "When people phoned with specific requests of



Sharing cultures

pavilions they'd like to see, 95 per cent of the time they asked for the NWT."

The Governor's Lounge — named after the HBC Northern Stores because of their substantial support of the pavilion — served not only as a spectacular, elevated VIP reception centre overlooking the Expo site, but also as a unique meeting place for the pavilion's 39 corporate partners and sponsors. Over 30 board meetings, seminars, receptions and dinners were hosted in the lounge to introduce people to the potential of doing business with or in the NWT.

One of the outstanding commercial promotions of the pavilion was the ?na jor fu r fashion show sponsored by The Bay. The international community, along with media from around the world, turned out to see top models display some of the best fur coats and jackets fashion has to offer.



A boat-trip dance on Expo's NWT Day

While NWT Expo required an investment of \$11.7 million, including \$1.4 million from sponsors in money and/or donated services, the net cost of the pavilion to the Territorial government (after revenues and assets returned north) was \$6.3 million.

However, Expo cost the people of the north relatively little in terms of money — about \$1.1 million — because \$5.2 million of this \$6.3 million was spent on northern business and on the salaries of northerners and northern entertainers/demonstrators employed by NWT Expo.

While a complete financial explanation of what Expo cost the NWT is contained elsewhere in this book, the \$6.3 million spent in the north is broken down as follows:

- \$1,50,000 : salaries of northern employees;
- \$ 830,000 : purchase of northern arts and crafts;
- \$ 450,000 : purchase of northern country foods;
- \$.390,000 : northern transportation;
- \$ 310,000 : salaries of northern entertainers/performers, and
- \$ 1,760,000 : goods/services of northern suppliers, and miscellaneous expenses.

And the media, in making financial comparisons between what Expo cost us and others, variously described our pavilion as “relatively, inexpensive” (Maclean’s, Sept. 1); and “inexpensive” (Canadian Architect magazine). A third magazine

called it an “inexpensive triumph,”

Meanwhile, Peter McMartin in the Vancouver Sun said: “I like it that the NWT, with a population of only 50,000 scattered over a third of the land mass of all Canada, could throw its heart and soul into something, and with its humble financial resources produce what is one of the most evocative and professional pavilions in the fair.”

“Our budget wasn’t the smallest at Expo, but it wasn’t the largest either,” said Alan Vaughan, pavilion deputy commissioner. “Keeping in mind we had to compete with nations such as the USSR, USA, France, the provinces and several major corporations with annual budgets exceeding the entire yearly budget of our government, and were very successful in doing so, I think our budget was realistic and responsible.”

“Nunatiamut
tautuqittiviat
pimmaringnighauyuq
maniglu atuqtat
akikinighaupluni.”
Vancouver Province

‘Best pavilion
with the lowest
budget: North-
west Territories.’
Vancouver
Province.



Staff and community flags

N.W.T. Pavilion Project
Revenues and Expenditures by Fiscal Period
To December 31, 1986

REVENUES	1984/85	1985/86	(unaudited) 1986/87	(unaudited) Total Project
Retail Sales	\$ 0.00	\$ 1,082.45	\$ 1,292,041.74	\$ 1,293,124.19
Restaurant Sales	0.00	150.00	1,854,486.00	1,854,636.00
Corporate Donations	50,000.00	390,000.00	307,500.00	747,500.00
Accommodation Recovery	0.00	26,956.00	165,945.00	192,901.00
Entertainment Recovery	0.00	0.00	118,931.69	118,931.69
Capital Recoveries	0.00	0.00	98,753.36	98,753.36
Other	0.00	5,225.00	198,768.63	203,993.63
Subtotal	\$ 50,000.00	\$ 423,413.45	\$ 4,036,426.22	\$ 4,509,839.67
 OPERATIONS AND MAINTENANCE				
PROJECT START UP				
Business Opportunities	\$ 450,278.20	\$ 561,505.03	—	\$ 1,011,783.23
Marketing Opportunities	000	19,197.45	—	19,197.45
 EXHIBITRY RELATED OPERATIONS				
Cultural Programs	—	\$ 69,868.15	\$ 583,543.03	\$ 653,411.18
Marketing/Visitors Services	—	10,388.76	342,478.13	352,866.89
Pavilion Operations	—	119,098.01	1,314,181.45	1,433,279.46
 RESTAURANT OPERATIONS				
Restaurant Operations		\$ 217,927.93	\$ 1,577,222.82	\$ 1,795,150.75
 RETAIL OPERATIONS				
Retail Operations		\$ 632,952.43	\$ 970,790.98	\$ 1,603,743.41
 PROJECT TERMINATION				
Site Rehabilitation			\$ 0.00	\$ 0.00
Project Records			0.00	0.00
Subtotal Operations	<u>\$ 450,278.20</u>	<u>\$ 1,630,937.76</u>	<u>\$ 4,788,216.41</u>	<u>\$ 6,869,432.37</u>
 Capital Expenditures	 <u>\$ 414,000.00</u>	 <u>\$ 3,220,957.94</u>	 <u>\$ 564,214.46</u>	 <u>\$ 4,199,172.40</u>
Net Expenditures of the project	<u>(\$814,278.20)</u>	<u>(\$4428,482.25)</u>	<u>(\$1,316,004.65)</u>	<u>(\$6,558,765.10)</u>
 Remaining Value of Assets Transferred by Project (Note 1)	 —		 <u>\$ 453,956.76</u>	 <u>\$ 453,956.76</u>
 Adjusted Net Cost of the Project to the GNWT	 <u>(\$814,278.20)</u>	 <u>(\$4,428,482.25)</u>	 <u>(\$862,047.89)</u>	 <u>(\$6,104,808.34)</u>
 Value of donated/loaned goods and services	 —		 <u>\$ 660,000.00</u>	 <u>\$ 660,000.00</u>
 investment in the project (Note 4)				 <u>\$11,728,604.77</u>

N.W.T. Expo 86 Project
Operating Results by Operating Segment — All Years
To December 31, 1986
(Unaudited)

REVENUES	Operations	Retail	Restaurant	Total
Sales,	\$ 0.00	\$ 1,293,124.19	\$ 1,854,636.00	\$ 3,147,760.19
Donations	747,500.00	0.00	0.00	747,500.00
Accommodation Recoveries	192,901.00	0.00	0.00	192,901.00
Entertainment Recoveries	118,931.69	0.00	0.00	118,931.69
Capital Recoveries	46,706.54	6,190.40	45,856.42	98,753.36
Other,	95,493.63	108,500.00	0.00	203,993.63
Subtotal	<u>\$ 1,201,532.76</u>	<u>\$ 1,407,814.59</u>	<u>\$ 1,900,492.42</u>	<u>\$ 4,509,839.77</u>
Cost of Goods Available for				
Sale	\$ 0.00	\$ 997,529.30	\$ 874,540.04	\$ 1,872,069.34
Contribution	<u>\$ 1,201,532.76</u>	<u>\$ 410,285.29</u>	<u>\$ 1,025,952.38</u>	<u>\$ 2,637,770.4;</u>
EXPENSES				
Salaries and Benefits	\$ 1,274,250.31	\$ 381,410.95	\$ 705,756.90	\$ 2,361,418.16
Travel and Transportation.	298,240.22	27,217.06	8,492.77	333,950.05
Material and Supplies	289,213.48	36,822.39	52,708.54	378,744.41
Purchased Services	350,005.56	12,104.29	6,421.25	368,531.10
Utilities and Phone	111,099.90	0.00	0.00	111,099.90
Contract Services	825,610.37	9,106.26	8,852.45	843,569.08
Fees and Payments	141,022.68	111,374.30	90,912.73	343,309.71
O t h e r	181,095.69	28,178.86	47,466.07	256,740.62
Subtotal — Direct Costs	<u>\$ 3,470,538.21</u>	<u>\$ 606,214.11</u>	<u>\$ 920,610.71</u>	<u>\$ 4,997,363.03</u>
Capital Costs	\$ 4,199,172.40	—	—	\$ 4,199,172.40
Results of Operations	<u>(\$6,468,177.85)</u>	<u>(\$195,928.82)</u>	<u>\$ 105,341.67</u>	<u>(\$6,558,765.10)</u>
Value of Assets Returned (Note 1)	<u>\$ 370,156.76</u>	<u>7,800.00</u>	<u>76,000.00</u>	<u>\$ 453,956.76</u>
Adjusted Net Contribution (Cost)	<u>(\$6,098,021.11)</u>	<u>(\$188,128.82)</u>	<u>\$ 181,341.67</u>	<u>(\$6,104,808.34)</u>
Value of donated/loaned goods and services	<u>\$ 660,000.00</u>	<u>—</u>	<u>—</u>	<u>\$ 660,000.00</u>
Investment in the project (Note 4)			—	<u>\$11,728,604.77</u>

Notes to statements

1. Pavilion assets transferred back to the government have been valued at 60 per cent of their original cost, excluding freight.
2. The "Results of Operations" for the Retail and Restaurant includes only direct costs, There are no overhead allocations (e.g.: incremental capital cost, administration).
3. Some estimates have been used to prepare these reports (e.g.: final salary costs, some asset costs), All material transactions are included or estimated. Not all transactions have been recorded on F.I.S. at the time of preparation of this report.
4. Investment in the project reflects the total value of all services and goods donated or purchased by our corporate partners in the construction and operation of the pavilion,

"I am very proud that we are a part of this and share in the pride all involved have."

*C.A.L. Morberg,
President,
Calm Air.*

*"?edërinuwexél si
beghã hásdı-u, harelyu
oelk'izé beghã hóódi
húnédi ?at'e."*

*C.A.L. Morberg,
President, Calm Air.*

How big a role did the private sector play in the NWT pavilion?

Pavilion Commissioner George Braden summed it up at the official opening ceremony on April 21, 1986:

"Without the support of our corporate partners and sponsors we would not be here at Expo 86."

Thirty-nine "partners in progress", ranging from international mining and oil corporations to airlines and small northern tourist operators, showed their commitment to the North to the tune of \$1.39 million in cash, loaned exhibits and services and equipment.

Corporate partners

Cominco, Northern Group; Hudson's Bay Company, Northern Stores; Northwest Territorial Airways; Petro-Canada Resources; and Pacific Western Airlines.

Corporate sponsors

Arctic Transportation Ltd.; Bathurst Inlet Lodge; Bilrite-Nightingale Ltd.; Bombardier Inc; Calm Air Ltd.; CBC, Northern Service; Canarctic Shipping Co. Ltd.; City of Yellowknife; Daoust Construction Ltd.; Esso Resources Canada Ltd.; Federal Navigation Ltd.; First Air; General Business Forms Ltd.; GMC (Yellowknife Motors); Gulf Canada Ltd.; Hawkins Taxidermists Ltd.; Interprovincial Pipe Lines Ltd.; Lavalin Incorp.; Yamaba Canada and northern dealers; Mark Anthony Group (Mission Hill); Nordair Ltd.; NorthwesTel; Outcrop Ltd.; Phillips Information Systems; Polar Gas Project; Roland

Music Co. Ltd.; RCMP "G" Division; Strathcona Mineral Services Ltd.; Toronto-Dominion Bank; Yellowknife; Tower Arctic Ltd.; Treeline Trappings; Wardair; and Marshall, Macklin, Monaghan Ltd.



Kids could pretend on snowmobiles



Restaurant took in \$1.9 million

What were the benefits of Expo to the NWT?

■ *In just under six months the NWT pavilion attracted more positive exposure for the North in the rest of*



All our cultures were at Expo

the world than the North has received in any single period of its history. And the fact the 12,000 managers of the country's travel industry named us the tourism event of the year in Canada suggests our promotional efforts to tell the true story of the North and its aspirations were about as successful as they could have been.

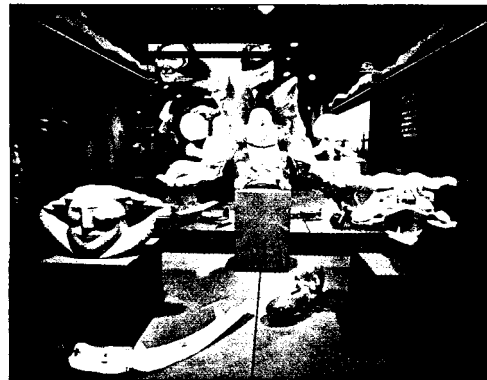
This non-resident awareness of the NWT and what we're really like was the number-one objective of NWT Expo and, in our opinion — given the media attention and reaction, and the record-setting crowds who came to visit us and their surveyed response — was overwhelmingly achieved.

■ *It is estimated that the media coverage around the world for the Northwest Territories — print, radio and television — was worth in the neighborhood of \$1.5 million in free advertising. In fact, its impact was probably in excess of this, because all of it was editorial comment, which is more credible than advertising. The tourism potential of this volume of coverage is major.*

■ *Over the life of Expo, 1 40 short-term jobs for northerners were created. Equally important, they were quality jobs in the sense that the 1 40 northerners on the pavilion staff received a vocational education in specific fields, lifeskills, communications, public relations, social awareness and technology that no other course could provide, an experience that has done much to prepare them for a successful working future in the north. It also bus provided the north with a new reservoir of well-motivated and vocationally-minded young people.*



Staff uniforms designed by Sidney Sproule



Carvings display

■ *By the purchase of northern arts and crafts, country foods and northern services and building supplies. NWT Expo stimulated northern business by injecting \$3.5 million into*

Expo 86 ts'ò sòmba lo
k'ehoiwo, haàniko
Northwest Territories
wet'à sòmba lo
edegehtsi.

“Expo 86 . . . participants are beginning to add up the fair's long-term economic payouts, and near the top of the list of satisfied beneficiaries is the translucent pavilion of the Northwest Territories. ”

Peter C. Newman, Maclean's magazine.



Traditional music drew crowds.

the Territorial economy, much of it in the smaller communities of the north. This total does not include the salaries paid to the 140 northerners working in the pavilion for nearly six months.

■ *The restaurant and gift shop introduced many new northern products into the southern marketplace for the first time — from tanned seal-leather furniture to chocolate polar bears and game-meat seasonings. As well, it gave established northern producers access to a high-volume sales outlet.*

Expo thereby provided the north with an ideal test market for northern products and spawned many innovative ideas in the private sector for production and marketing development.

■ *The pavilion was a very successful forum for telling 1.5 million people the NWT side of the animal-rights issue and the value of hunting and trapping to our economy. (The attitude of pavilion visitors from Europe to the fur harvest and fur products was more positive than the anti-fur lobby would lead us to believe.)*

■ *NWT Expo provided a unique showcase for northern traditional cultures, and by stimulating interest in them, helped to establish the NWT as a **distinct** entity (and distinct tourist destination) in Canada and around the world.*

■ *While the pavilion had to be dismantled at the end of Expo, some of the equipment was **saved** to **benefit** the north. About \$30,000 in **pavilion assets** — from sound systems and smoke detectors to exhibit displays and photo panels — has been returned to the NWT and is being circulated to communities, for their use.*



Mooseskins above exhibits

■ *The pavilion sparked a renaissance of traditional skills — tapestries, costumes, kayaks, etc. These exhibits are for the most part coming back North as a legacy of Expo.*

■ *The 300 entertainers, demonstrators and artists from the north at Expo not only gained invaluable experience and confidence in world-class competition, some of them also made important professional contacts in the south that will help them spread both traditional and modern northern artistry outside our borders.*

■ *The Northwest Territories' success at Expo provided northerners with undeniable proof that they can compete with world-class competition. This has given all of us a visible confidence that in the future — in commerce, in trade, in human relations — we can continue to do so.*

■ *While some of Expo's benefits to the NWT were immediate, others are long-term, Chief of these is tourism and business development.*

Although it is too early to demonstrate a co-relation between Expo exposure and tourism, already there are signs that tourism will significantly rise in the NWT next summer as a result of the pavilion and the 75,000" tourism kits visitors took away. Advance requests for the 1987 Explorers' Guide are at a record level this winter and the demand by the industry for information about package tours is the highest in our history.

In business promotion, again it is too early to demonstrate the value of Expo, except to say it is anticipated that the distribution of 15,000 full-color books — More than just a pretty place — on investment and business opportunities in the Territories, along with numerous contacts and meetings between the pavilion, northern business, native development groups and business interests from around the world, is going to result in the attraction of new markets and new business and investment opportunities for the North in the months and years to come.