

Cretaceous dinosaur tracks

PLANNING REPORT TO DEVELOP THE ROSS RIVER DINOSAUR TRACKS AS A TOURISM



ATTRACTION PRODUCT

Prepared for
Dena Nezziddi Development Corporation
Ross River, Yukon

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Front Cover Art – Ross River Dinosaurs



George Teichmann (Rinaldino) Painter

<http://iceagebeasts.com/>

“Born in Czechoslovakia and trained at the People's School of Art in Bohemia, George Teichmann began drawing ice age beasts as a little boy. He was greatly inspired by Czech artist Zdenek Burian who is considered a founding father in the field of palaeo-art. George went on to study glass cutting but continued painting and exhibiting Pleistocene and modern wildlife art until he immigrated to Canada in 1983.

After several years of adventuring, including a 2500-mile solo canoe trip, he eventually settled in Yukon in 1991. The creation of the Beringia Centre provided George, now known by his artist's signature Rinaldino, with an ideal opportunity to continue painting his masterpieces. The Yukon government's Department of Tourism and Culture purchased a comprehensive collection of his work.

Paintings by George Teichmann are featured on our popular Beringia posters, and can be seen throughout this website. They depict the vast Beringian landscape and its impressive flora and fauna. George also painted the background for the Strange and Familiar exhibit at the Centre.” (Yukon Beringia Centre)

EXECUTIVE SUMMARY

While dinosaur trackways were found in 1998 near Ross River region on the traditional territory of the Ross River Dena First Nation, this resource has not been tapped from a scientific, educational or tourism potential.

This report looks at some of the very significant and unique advantages that Ross River has regarding the historic resources and natural beauty in their own back yard and the ability to develop the resource into an attraction for economic benefit to the community.

This project is to plan for an recognition of this heritage resource, and to outline the potential future Phases when combined with existing attractions and amenities in the community which would make Ross River a destination attraction for Yukoners and visitors alike.

Five phases each with a number of components have been identifies. The five phases and activities with their associated tentative budgets are:

PHASE I: Tourism Attraction Infrastructure: (1-3 year time line)			
1	Signage	3 Welcome to Ross River signs	\$62,000
2	Interpretation Kiosk	construction & erection	\$27,400
3	Dinosaur reproduction	Casting, shipping & installation of <i>Nanuqsaurus hoglundi</i> reproduction	\$73,500
4	Interpretation panels	10 panels	\$14,400
5	Visitor amenities		
	Picnic table	concrete with interpretation top panel	\$4,000
	Toilets	2 concrete toilets with embedded dino tracks	\$30,800
	Park bench	metal with motto on back rest	\$2,200
	Garbage cans	3-unit bear-proof recycling/ garbage cans with dinosaur image wrap	\$3,300
			\$217,600

PHASE II: Branding and Visibility: (1-3 year time line)

1	Community branding	dinosaur theme logos and souvenirs	
2	Hydro pole steel banners	40 laser-cut thick steel banners with 4 designs	\$16,600
3	Community murals	following CCI standards for preservation	\$31,900
			\$48,500

PHASE III: Educational Opportunities (1-5 year time line)

1	Educational opportunities	Dino t-shirts & sport jerseys	\$4,150
2	Educational curriculum	curriculum development	\$11,035
3	Educational display & travelling exhibit		\$101,200
			\$116,315

PHASE IV: Museum & Attractions (4-6 year time line)

1	Museum/interpretation centre		
	Initial trailer	ATCO trailer, site pad & hook-up	\$150,000
	Feasibility study & strategic plan	for museum interpretation centre	\$50,000
	Construction of museum	2500 sq. ft.	\$1,000,000
	Exhibit construction		\$250,000
2	Dinosaur park	3 dinosaur casts, landscaping, walkways, benches	\$600,000
3	"Digging the dinos" playground	high end castings & playground equipment	\$500,000
			\$2,550,000

PHASE V: Scientific Research Infrastructure (4-6 year time line)

1	Field camp research station	"Walking with Dinosaurs" at site	
	feasibility & strategic plan		\$100,000
	Construction		\$3-5 million
2	Education field camp	Learning with dinosaurs	
	feasibility & strategic plan		\$50,000
	Construction-visitor housing units (e.g. tents or tiny cabins), covered lecture structure, RV campsite & amenities		\$300,000
			\$3.5-5.5 million

Nine initial tasks or “Do’s” have been identified. These need to be done as soon as possible.

1. **Prospectus:** An overall high-quality project prospectus should be developed for the Dinosaur Tracks project and its individual components. These would be used when approaching funding agencies, donors, community clubs, potential sponsors.
2. **Not-for-Profit Development Corporation Subsidiary:** Establish and register a not-for-profit wing of the Dena Nezziddi Development Corporation to allow for donations, sponsorships, and contributions, and to deal with earned revenue and advancement of certain projects
3. **Hire a Project Manager:** A project manager is needed to advance the Project, keep the files active and prepare funding requests. Eventually, funding should be sought to hire a full time individual to advance the project undertaking duties such as revenue generation, grantmanship, and overall project management, liaison with funders and decision makers.
4. **Establish the Ross River Dinosaur Museum/Interpretation Centre:** Incorporate and establish the governance model for the future museum. Following which a strategic plan and development strategy would be developed.
5. **Marketing Plan and Strategy:** Develop a phased Marketing Plan and Strategy to promote the Project including media releases, speaking engagements, messaging, and related activities to help advance the project is needed.

6. **Community Conference:** The Conference would bring together funding agencies, partners, and project champions to inform them of advancement of the project and upcoming initiatives. It would also be the vehicle used to inform the community and the public.

7. **Dialog Political Level:** It is important that the political leaders of the community along with the Development Corporation meet with the Premier and Cabinet and the local MLA to update them on the project and to seek support to advance the project. This would include an “ask” for funding support, and the establishment of the Dinosaur Trackways Working Steering Committee.

8. **Dialog Civil Service Level:** It is equally important that those who help to frame the decision-making process are informed and updated as to the goals, objectives of the overall project. This should continue systematically with each of the funding agencies, to ensure that a file has been started for the project and that the program officers are aware of the project.

9. **Become-a-Member:** There are several not-for-profit organizations for both the tourism and heritage sectors, which a membership in will be beneficial for the project. The Dena Nezziddi Development Corporation should take out membership in these organizations and partake in their annual meetings, training sessions and workshops to better gain further sector knowledge and information.

CONTENTS

EXECUTIVE SUMMARY	I
CONTENTS	V
THE CHALLENGE:	1
PHASE I: TOURISM ATTRACTION INFRASTRUCTURE: (1-3 YEAR TIME LINE)	1
PHASE II: BRANDING AND VISIBILITY: (1-3 YEAR TIME LINE)	1
PHASE III: EDUCATIONAL OPPORTUNITIES: (1-5 YEAR TIME LINE)	2
PHASE IV: MUSEUM & ATTRACTIONS: (4-6 YEAR TIME LINE)	2
PHASE V: SCIENTIFIC RESEARCH INFRASTRUCTURE: (4-6 YEAR TIME LINE)	2
BACKGROUND:	3
Q + D SWOT:	5
STRENGTHS:	5
WEAKNESSES:	5
OPPORTUNITIES:	6
THREATS:	6
PHASE I-1 WELCOME TO ROSS RIVER: HIGHWAY SIGNS	7
CONCEPT:	7
BACKGROUND:	7
BUDGET:	8
POTENTIAL FUNDING SOURCES:	8
LOCATION:	8
STRATEGIC ALLIANCES:	9
PHASE I-2 INTERPRETATION KIOSK	10
CONCEPT:	10
BACKGROUND:	10
BUDGET:	11
FUNDING SOURCES:	11
LOCATION:	12
STRATEGIC ALLIANCES:	12
PHASE I-3 NANUQSAURUS DINOSAUR REPRODUCTION	13
CONCEPT:	13
BACKGROUND:	13
BUDGET:	14
POTENTIAL FUNDING SOURCES:	14
LOCATION:	14
STRATEGIC ALLIANCES:	14
PHASE I-4 INTERPRETATION PANELS	15
CONCEPT:	15
BACKGROUND:	15
BUDGET:	16

POTENTIAL FUNDING SOURCES:.....	17
LOCATION:.....	17
STRATEGIC ALLIANCES:.....	17
PHASE I-5 VISITOR AMENITIES	18
CONCEPT:.....	18
BACKGROUND:.....	18
BUDGET:.....	21
POTENTIAL FUNDING SOURCES:.....	21
LOCATION:.....	22
PHASE II-1 COMMUNITY BRANDING:	23
DRAFT LOGOS.....	24
PHASE II - 2 STREET POLE METAL BANNERS	25
CONCEPT:.....	25
BACKGROUND;.....	25
BUDGET:.....	25
FUNDING SOURCES;.....	25
LOCATIONS:.....	25
PHASE II - 3 COMMUNITY MURAL(S).....	26
CONCEPT:.....	26
BACKGROUND:.....	26
BUDGET:.....	27
POTENTIAL FUNDING SOURCES:.....	27
LOCATION:.....	28
STRATEGIC ALLIANCES:.....	28
PHASE III-1 EDUCATIONAL OPPORTUNITIES:	29
PHASE III-2 EDUCATIONAL CURRICULUM	31
CONCEPT:.....	31
BACKGROUND:.....	31
BUDGET:.....	32
POTENTIAL FUNDING SOURCES:.....	32
LOCATION:.....	33
STRATEGIC ALLIANCES:.....	33
PHASE III-3 SCHOOL DISPLAY/SUITCASE EXHIBIT.....	34
CONCEPT:.....	34
BACKGROUND:.....	34
BUDGET:.....	35
POTENTIAL FUNDING SOURCES:.....	36
PHASE IV-1 MUSEUM/INTERPRETATION CENTRE:.....	37
CONCEPT:.....	37
BACKGROUND:.....	37
BUDGET:.....	38
FUNDING SOURCES:.....	39

LOCATION:.....	39
STRATEGIC ALLIANCE:.....	39
PHASE IV–2 DINOSAUR PARK.....	40
CONCEPT:	40
BACKGROUND:	40
BUDGET: (ORDER OF MAGNITUDE)	41
LOCATION:.....	41
PHASE IV–3 DIGGING THE DINOS PLAYGROUND PARK	43
CONCEPT:	43
BACKGROUND:	43
BUDGET:.....	43
FUNDING SOURCES:	43
LOCATION:.....	44
STRATEGIC ALLIANCES:.....	44
PHASE V–1 FIELD CAMP/RESEARCH STATION–WALKING WITH DINOSAURS.....	46
CONCEPT:	46
BACKGROUND:	46
BUDGET:.....	48
LOCATION:.....	49
POTENTIAL FUNDING SOURCES:.....	49
STRATEGIC ALLIANCES:.....	49
PHASE V–2 FIELD CAMP–LEARNING WITH DINOSAURS EDUCATION CAMP: DIGGING THE TRACKS	50
CONCEPT:	50
BACKGROUND:	50
BUDGET (ORDER OF MAGNITUDE):	51
LOCATION:.....	51
STRATEGIC ALLIANCES:.....	51
FACTORS/ISSUES -.....	52
REVENUE OPPORTUNITIES:	52
<i>Non-profit wing of the Development Corporation</i>	<i>52</i>
EARNED REVENUE:	52
<i>CONTRIBUTION AGREEMENTS:.....</i>	<i>54</i>
<i>DONATIONS/SPONSORSHIPS:</i>	<i>55</i>
<i>STRATEGIC ALLIANCES:</i>	<i>55</i>
MARKETING THE MONSTROUS LIZARDS:	56
MULTI-USE TRAILS/FOOT BRIDGE:	59
9 QUICK “DO’S”:	61
PROSPECTUS –.....	61
NOT-FOR-PROFIT DEVELOPMENT CORPORATION WING –.....	61
HIRE A PROJECT MANAGER TO ADVANCE THE MONSTROUS LIZARDS PROJECT –	61
ESTABLISH THE ROSS RIVER DINOSAUR MUSEUM/INTERPRETATION CENTRE –	61
MARKETING PLAN AND STRATEGY –	61
COMMUNITY CONFERENCE –.....	62

DIALOG POLITICAL LEVEL – 62
DIALOG CIVIL SERVICE LEVEL – 62
BECOME-A-MEMBER – 62
APPENDIX A–KIOSK STORY BOARD OUTLINE: 63
 PICNIC TABLE TOP 65
APPENDIX B FACTORS/ISSUES:..... 66
 CONSERVATION – 66
 COOPERATION MEMORANDUM OF UNDERSTANDING: 67
 EDUCATION: 67
 EXHIBITS/DISPLAYS:..... 68
 INTERPRETATION GUIDES AND TOURS:..... 68
 ROSS RIVER DINOSAUR GUARDIAN PROGRAM: 68
APPENDIX C NAMING THE DINOSAUR: 70

Cretaceous Dinosaur Tracks Planning Report: To Develop the Ross River Dinosaur Tracks as a Tourism Attraction Product

THE CHALLENGE:

Despite the exciting find of dinosaur trackways in 1998 (almost 20 years ago) close to Ross River on the traditional territory of the Ross River Dena First Nation, this unique resource has not been tapped from a scientific, educational or tourism potential.

Other than some displays in schools, limited references in tourism publications and scientific journals and limited on-line content, Yukoners and visitors alike travelling on the Robert Service Highway cannot be blamed for not knowing of this unique heritage resource near Ross River.

The current project is to plan for the Phase I recognition of this heritage resource, and further to outline the potential future Phases when combined with existing attractions and amenities in the community which would be able to grow the resource to make Ross River a destination attraction for Yukoners and visitors alike. Much as government(s) and local investments in Destination Carcross and Keno City as an Eco-Museum made these two attractions a must-see destination, this report sets out the steps needed to develop the Ross River resource to its potential.

The project at its core is both an economic and capacity building tool for the community using the hidden potential of historic resources as the economic opportunity. Dinosaurs provide an opportunity for Ross River to distinguish itself from other Yukon communities and use that uniqueness as an economic and educational development tool,

PHASE I: TOURISM ATTRACTION INFRASTRUCTURE: (1-3 YEAR TIME LINE)

1. **“Welcome to Ross River: “The Home of the Monstrous Lizards”** or other Dinosaur-related motto community welcome signs;
2. Erection of the **Interpretation Kiosk** in the community to act as a draw into the community. The story told here will be that of the trackways and dinosaurs in Yukon and the North;
3. The erection of the ***Nanuqsaurus hoglundi* cast** as the major attraction for the community;
4. Design and creation of 10 **interpretation panels**;
5. Construction and erection of **visitor amenities**.

PHASE II: BRANDING AND VISIBILITY: (1-3 YEAR TIME LINE)

1. **Community branding** of the dinosaur theme
2. Metal street **pole banners**
3. **Community murals** project

PHASE III: EDUCATIONAL OPPORTUNITIES: (1-5 YEAR TIME LINE)

1. Educational **opportunities**
2. Educational **curriculum**
3. **School display**/suitcase exhibit

PHASE IV: MUSEUM & ATTRACTIONS: (4-6 YEAR TIME LINE)

1. **Museum**/interpretation centre
2. **Dinosaur park**
3. “Digging the dinos” **playground park**

PHASE V: SCIENTIFIC RESEARCH INFRASTRUCTURE: (4-6 YEAR TIME LINE)

1. **Field camp/research station**—Walking with dinosaurs
2. **Field camp**—Learning with dinosaurs education camp: digging the tracks

Note that these steps need not follow in sequence. Should funding becomes available for any of them, they should be undertaken.

In addition, two handbooks were provided: Funding sources & Contact list

BACKGROUND:

Other than the excitement of the initial discovery (“*Researchers find dinosaur tracks in the Yukon*” CNN, September 1999) and recognition and reports in Scientific journals and publications (*ResearchGate*, 2001), and Museum on-line publications (Natural History Notebook: “*Dinosaur Trackways*” Canadian Museum of Nature, 2016), Yukon’s dinosaur story had not had its due.

Roland Gangloff, one of the discoverers of the Ross River dinosaur tracks, spoke of the uniqueness of the find:

“That’s the first thing I want to get across, that people who worked on dinosaurs... had no idea that dinosaurs would be found in the arctic and not certainly as far back as they were in the Mesozoic era, the so called ‘Age of Dinosaurs’ ...”

Major finds by the University of Alaska Fairbanks, and the Perot Museum of Dallas, Texas shone light on the rich resource dinosaurs are in the North. While Alaska finds have been given their due that is not the case for Yukon, nor any resulting related tourism economic benefits.

The Ross River Dena Council for several years has been looking at how it might develop tourism product in the area which would help to benefit the local community. This included a tourism development strategic review.

The “*Ross River Dena Council Tourism Development Strategy, November 2010*, spoke to, among other suggestions, the potential benefits of the trackway find along with the development of area attractions. Some of the key points gleaned from the strategy:

- The report talked about the First Nations commitment to the core value of authenticity and the key role that the people have in the stewardship of the water and land.
- It noted the willingness of the community to share this heritage with others.
- The strategy also recognized the need to work and cooperate with others such as the town of Faro to develop the Campbell Region as a destination.
- The strategy spoke to Cultural Learning (Educational Tourism) and the resulting growth of viable local business opportunities to serve the visitors to the community.
- While current visitor numbers are low 2000-3000 (2004) they are the type of visitor which the heritage resource would speak to.

“...the visitors who do come are largely independent and generally self-reliant traveller, interested in exploring nature, history and culture. They like variety and exploring “off the beaten path” and plan their trips well in advance. The majority stay in campgrounds because of the limited accommodations...”

- (Note: The strategy did not talk to the additional potential of Yukoners or special school tours to visit the site)
- The strategy does speak to an opportunity for economic diversification and employment for the local community by providing services to enhanced tourism related visits.
- In particular, it is noted that “**natural and man-made features that motivate people to travel and explore**” includes: museums, interpretation centres, and natural history features.
- The context review provided for Ross River were: the unique Dinosaur tracks, hiking, canoeing, and fishing.
- With visitors staying only 1-2 nights is a challenge, the development of suitable product for this type of visitor would help address this issue and extend visitor stays.
- Those who did visit had the following demographics: two-thirds were 55 or older, 57% were American, 25% Canadian; and 18% were “offshore” with a third of these German speaking. (Note: Future Development Phases should address the opportunity to further tap the potential to grow this market)
- The Strategy spoke for the need for the community to develop Welcome Signage that attracts attention while raising awareness.
- The Strategy also acknowledged the important tourism development role for the Development Corporation based on its proven experience and record in providing services in the mining industry. The last point is evidenced in the fact that the funding request and management of this planning project was done under the auspices of the Development Corporation.

The Western Australia Tourism organization talks about the Five A’s of Tourism: Attractions; Access; Accommodation, Amenities; Awareness. In their “*Jumpstart Guide*” they stated that

“A tourist attraction is a place of interest that tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities”.

This report looks at some of the very significant and unique advantages that Ross River has in regards to the historic resources and natural beauty in their own back yard and the ability to develop the resource into an attraction for economic benefit to the community.

Q + D SWOT:

“SWOT Analysis is a simple framework for analyzing the project strengths and weaknesses, and the opportunities and threats which are being faced. It will assist in focusing on the project strengths, minimize threats and weakness, and take the greatest possible advantage of opportunities which are available.”

STRENGTHS:

- The Ross River Dinosaur Trackways are a unique heritage resource in Yukon and beyond.
- Visitors to the region are already self-reliant travelers who are already interested in nature, geography, heritage and culture which are found “off the beaten path”.
- The community is known for its Historic Suspension Bridge across the Pelly River which, beside the historic nature of the bridge, also supports hunting and fishing camps. It is also the link to the Historic Canol Corridor.
- The Dena Cho Trail between Faro and Ross River is also well known and is a potential resource to link with to create greater tourism attraction mass.
- The Dena Nezziddi Development Corporation has the knowledge and ability to advance the project.
- There are embryonic business ventures providing visitor services such as: fuel, lodging, food, restaurants, towing and repair, and medical services.

WEAKNESSES:

- The community of Ross River is missing the basic tourism infrastructure needed to attract visitors to the region, such as no hotel accommodation, limited B+B, no full-service restaurant, no RV dump station, and other related services.
- The community is considered “off the beaten path” for most visitors to Yukon.
- Most visitors only stay around 1-2 nights in the region,
- Signage and interpretation is very limited and there is no museum or interpretation centre in the community, or an organization which is promoting tourism and heritage.
- There are no public art expressions or parks to assist in stopping the visitors who do travel by.
- The community is unincorporated so there are no “Champions” who are pushing for development, or can apply pressure to governments to upgrade tourism infrastructure in the region.
- The existing services in the community are not known or advertised to the travelling public.

- Other than in a few publications and scientists the Ross River Dinosaur Trackways are generally unknown by both Yukoners and visitors alike.
- Unsettled Land Claims, has ensured that the issue of landownership, tenure and the role of the Ross River First Nation for where the trackways site is located has not been addressed. This despite its historic importance and uniqueness to Yukon and beyond. This has resulted in the story being virtually undeveloped or known since the discovery in 1998.

OPPORTUNITIES:

- The Yukon government recognizes the importance of Ross River as a key to ensure that the Robert Campbell Highway can be further developed as a secondary conduit for visitors to Yukon's interior.
- The Yukon government recognizes the importance of the unique heritage resource to Yukon and beyond for the dinosaur trackways.
- The ability to work with the community of Faro to offer a full regional attraction for visitors to the Robert Campbell Highway.
- The recognition of the dinosaur trackways provides Ross River with the means to stand out from the Faro Tourism attractions, and to differentiate Ross River from the other Yukon First Nations who have chosen to highlight their First Nation Culture for their tourism attractions.
- The Dena Nezziddi Development Corporation can use this new and unique resource and its development to mentor the development of related small tourism operations.
- Potential of other fossil finds such as plant fossils, the historic coalmine, and potential further trackways which further research would help to uncover.

THREATS:

- A major development elsewhere in Yukon or Alaska which highlights dinosaurs of the north would be a major threat to this project.
- Ross River is not known as the home of the trackways.
- The image of the community is negative, of a small community with boarded up buildings and little in the way of attracting visitors.
- Without an identified project lead the project will not advance.
- Declining population (2011–352 to 2016–293).
- It has been 18 years since the discovery the footprints, funding agencies are currently on side to review and assist the project to see where they might assist, if the project is not advanced in the near future it will not likely move ahead.

PHASE I-1 WELCOME TO ROSS RIVER: HIGHWAY SIGNS

CONCEPT:

Three “Welcome to Ross River” signs, two at the Robert Campbell Highway entrance to the Ross River Cut-off/Access Road (with directional arrows), and another at the current welcome sign location at village entrance on the Canol Road.

BACKGROUND:

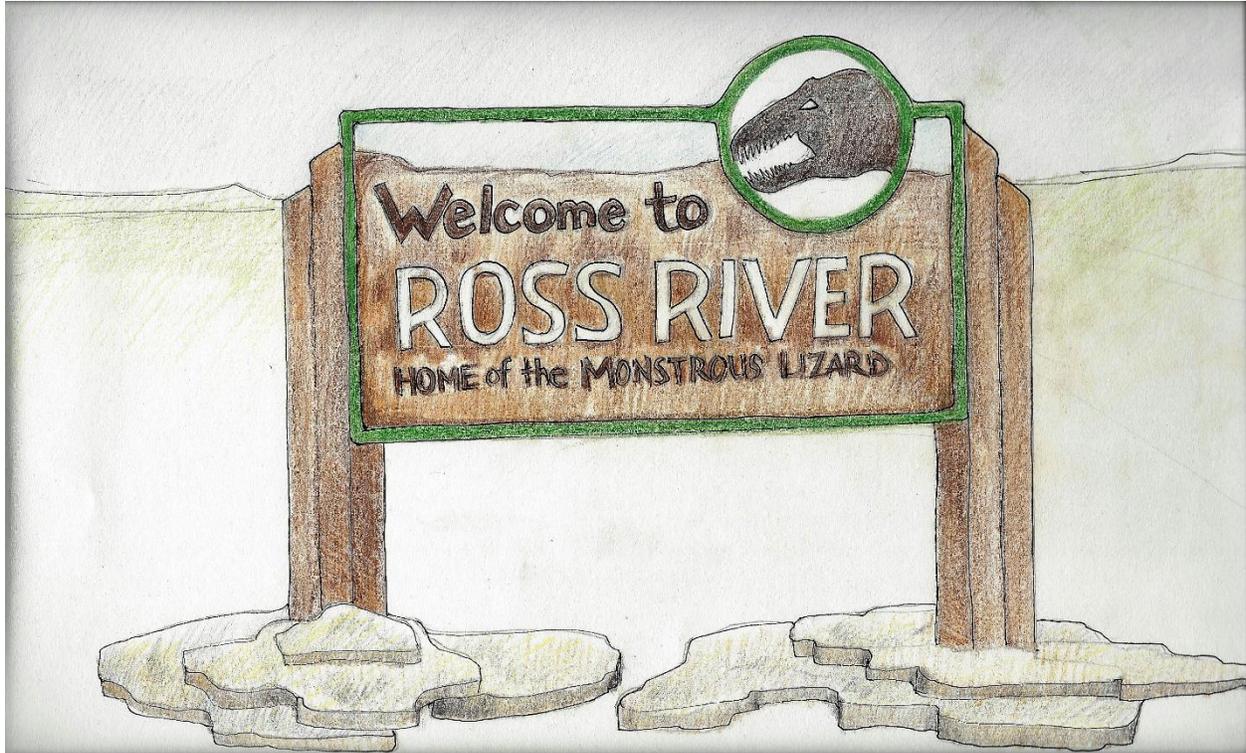


The 2010 “*Ross River Dena Council Tourism Development Strategy*” noted that community tourism infrastructure includes signage. The study went on to note that the community needed up-to-date, properly designed and well-placed information signs which sends a positive message to the travelling public.

Visitors are welcomed by a simple Welcome to Ross River sign and a relic of the Canol Road construction project of the Second World War. This newer sign highlighting the footbridge recently replaced an earlier faded wooden sign.

The new signage constructed of a sandblasted cedar signs will provide the Welcome to Ross River but also highlight the Dinosaur trace fossils found at Ross River and show the iconic new logo. These signs provide longevity in that repainting is only needed every 7-10 years, and if damaged can easily be repaired due to their unique construction. As noted by the Tourism Strategy:

“The primary function is to attract attention and raise awareness...if it is poorly maintained, faded... it will be ineffective and sends a negative rather than a positive message...”



(Welcome to Ross River Welcome Sign Concept)

BUDGET:

\$62,000 Total

POTENTIAL FUNDING SOURCES:

- Yukon Community Development Fund Tier III
- Product Development Partnership program (First Nations Development Corporations are eligible for funding)
- Yukon Community Services - Federal Gas Tax Fund Transfer (For infrastructure)
- Mining companies operating in the Ross River Dena traditional territory
- Joint venture partners of the RRDC and its corporations

LOCATION:

To be determined, however the locations of the existing signage should be reviewed for suitability.

STRATEGIC ALLIANCES:

- ATCO for the equipment loan program for installation.
- Ross River Grader Station (check to determine if they can do the installation of the Highway Signage) Blaine Bielert, General Delivery, Ross River, Yukon, Y0B 1S0

PHASE I-2 INTERPRETATION KIOSK

CONCEPT:

The construction of an Interpretation Kiosk in a downtown location near the foot bridge will act as the focal point of the project. This Phase I project would be the nucleus of the attraction for Ross River, and assist to attract more visitors to the downtown which would encourage business start-up operations in the community. The kiosk would also serve as the trail head for a future all season trail system. The construction of the interpretation kiosk in conjunction with the erection of a dinosaur cast, will further highlight the discovery of dinosaur trackways in the Ross River area, highlighting this very unique heritage resource.

BACKGROUND:



(Kiosk concept)

While there are Yukon Government interpretation panels on the Robert Campbell Highway they are now somewhat dated and need an upgrade. Any future upgrade should acknowledge the new kiosk and exhibits in Ross River directing the travelling public to enter town to better experience the trackway finds.

The 2010, *Ross River Dena Council Tourism Strategy* noted that the “... **largely independent and generally self-reliant travellers...**” to the Ross River Region are interested in exploring nature, geography, history and culture. It further noted the need for infrastructure to be developed in Ross River to attract those visitors through such developments as: signage, trails,

museum/interpretation centre, public art and parks. The kiosk project would be the initial step in the phased approach to providing attraction cultural/tourism infrastructure to the community.

Once visitor numbers start to increase along with extended overnight stays, commercial related business ventures will be more viable. These would include but are not limited to, B+B's, hotels, campgrounds, equipment rentals, guide services, restaurants and retail businesses injecting money directly into the local economy.

A kiosk (with visitor amenities such as picnic tables, toilets, benches, etc.) located downtown will pull visitors from the Highway into the community. Besides the interpretation of the unique (both to Ross River and Yukon) dinosaur trackway find, the kiosk will promote the understanding and conservation of the historic resource along with the related plant fossils and the adjacent historic coalmine. The kiosk would also serve as a starting point for an all-season trail system for natural and cultural history, summer hikes, bikes and winter cross country skiing. This would be building upon the already well-known Dena Cho Trail between Ross River and Faro and the historic North Canol trail. This would also allow for the future linking of Ross River with Faro (as recommended in the 2010 Tourism Strategy) via a trail system.

The kiosk will as per the *Ross River Dena Council Tourism Strategy* suggestion “**Start with tourism projects that raise awareness of the region and capture the travellers already going by the door. Give potential visitors a reason to turn off the Campbell Highway and come into Ross River.**” The kiosk messaging starts by focusing on the type of visitor who is coming now and starts to build infrastructure and product for the visitors to stay longer and spend money locally.

BUDGET:

\$27,370 Total

FUNDING SOURCES:

- Yukon Community Development Fund Tier III
- Yukon Tourism and Culture Product Development Partnership Program
- Yukon Regional Economic Development Fund
- Product Development Partnership program - First Nations Development Corporations are eligible for funding.
- Yukon Community Services - Federal Gas Tax Fund Transfer for infrastructure.
- Mining companies operating in the Ross River Dena traditional territory
- Joint venture partners of the RRDC and its corporations

LOCATION:

To be determined. Suggested in the town core next to the interpretation kiosk, in a small park setting, backing on to the Pelly River if possible near the footbridge to the North Canal Road

STRATEGIC ALLIANCES:

- ATCO for the equipment loan program for installation.
- Ross River Grader Station (check to determine if they can assist in installation–post hole drilling) contact Blaine Bielert
- Claire Daitch the Department of Tourism and Culture’s Historic Sites Interpretation Planner

PHASE I-3 NANUQSAURUS DINOSAUR REPRODUCTION

CONCEPT:

The casting of the center piece for Phase I of the reproduction of the North's own predator dinosaur, *Nanuqsaurus hoglundi*. *Nanuqsaurus* is the half-sized cousin to the T-Rex. While scientists refer to the new species as a "Pygmy" *Tyrannosaurus*, it is only a pygmy when compared to others. This killing machine was still at the top of the local food chain.

BACKGROUND:

The reproduction of the dinosaur found in Alaska's North Slope is the initial center piece to help bring visitors into Ross River itself. The dinosaur becomes the central motif of the dinosaur theme. When combined with the two-panel interpretation story of the dinosaur and its find, this becomes the initial lure for visitors to stop in Ross River to learn more about Ross River and the dinosaur trackways and dinosaurs of the North.

Because trackways are trace fossils scientists are unable to accurately identify the actual dinosaur from the tracks alone. They do know that the tracks belong to a Carnosaur a naming which scientists have often used to refer to all large theropods. We are not sure what ancestor of the *Nanuqsaurus hoglundi* provided those tracks at Ross River, or what they might have looked like this will have to wait for further discoveries of actual dinosaur fossils.

The source for the cast is Research Casting International, one of the world's biggest restorers and reproducers of dinosaurs. Their work is found in institutions around the world, and within the Yukon context their work is also found at the Beringia Interpretation Centre.

Peter May, the President of the company founded in 1987, is known for his previous work as a museum technician working, in particular, with dinosaurs. This background ensures the ability of the company to achieve authenticity in the end product.

The company also has constructed roadside attractions for communities such as the most recent version of the Wawa Goose, a \$300k project, in Wawa, Ontario.

Because of the similarity of the *Nanuqsaurus* to the *Daspletosaurs* with modifications to the skull (the key difference), they would be able to produce the dinosaur at a third of the cost of developing a new mold. The juvenile *Daspletosaurs* which RCI produced is located at the Canadian Museum of Natural History in Ottawa.



The dinosaur cast is built to withstand the elements and would be coated for the easy removal of any graffiti tagging.

The dinosaur would be “named” by the local school children of Ross River in a contest as part of the branding exercise for **Ross River Home of the [... Monstrous Lizards or another motto]**.

BUDGET:

\$73,500 Total

POTENTIAL FUNDING SOURCES:

- Yukon Community Development Fund Tier III
- Yukon Tourism and Culture Product Development Partnership Program
- Mining companies operating in the Ross River Dena traditional territory
- Joint venture partners of the RRDC and its corporations

LOCATION:

In the town core next to the interpretation kiosk, in a small park setting, backing on to the Pelly River if possible near the footbridge

STRATEGIC ALLIANCES:

ATCO Electric Yukon (equipment loans to community initiatives)

During the installation stage, media outlets will help raise public awareness for the initial project phase and help to promote the long-term goals for the full project.

PHASE I-4 INTERPRETATION PANELS

CONCEPT:

The development of 10 interpretation panels which will tell the story of the Ross River trackways trace fossils and the story of dinosaurs in Ross River, Yukon and the North. Two of the panels will be for the dinosaur cast *Nanuqsaurus hoglundi* and the other eight panels will be mounted on the Interpretation Kiosk.

BACKGROUND:

The storyline (See Appendix A) provides the messages to be conveyed to the visiting public including, for example:

- Introduction;
- What was Discovered;
- The Geological Ages;
- The Land and People of Ross River;
- Meet the Dinosaurs;
- Meet the Paleontologists;
- What To Do If I Find a Fossil in My Travels?
- Are There More Dinosaur Discoveries Out There / Next Steps?

The look is visitor friendly with the feel of a *Guinness World Record Year Book*, or a Ripley's *Believe It Or Not Year Book*.

POTENTIAL FUNDING SOURCES:

- Yukon Community Development Fund Tier III
- Yukon Tourism and Culture Product Development Partnership Program

LOCATION:

Attached to the Kiosk and stand-alone panels next to the Dinosaur cast.

STRATEGIC ALLIANCES:

A number of scientists and museum professionals will be involved providing background information for the interpretation these will be useful contacts for future phases: Museum/Interpretation Centre; Field Camp/Research Station; Field School, Heritage Trails, etc. of development and for technical advice. It will be important to share the development plans with these key individuals.

PHASE I-5 VISITOR AMENITIES

CONCEPT:

Attractions need to provide basic amenities to the travelling public. **“Amenities are the services that are required to meet the needs of tourism.”** They include items like: benches, picnic tables, garbage cans, recycling containers, and toilets which contributes to the physical and material comfort of the visitor to the site.

BACKGROUND:

The *2010 Tourism Strategic Plan* spoke to the need for infrastructure which would address the needs and desires of tourists to the region. These can be summed up by looking at the Five A’s of Tourism: Attractions; Access; Accommodation; Amenities and Awareness.

As the Ross River Dena Nezziddi Development Corporation looks to develop a nucleus attraction around the Dinosaur Trackways, the plant fossils and the historic coal mine from which to build a tourism sector for the region allowing for economic diversity, it is important to provide some basic initial services to the visiting public as part of the first phase of development.

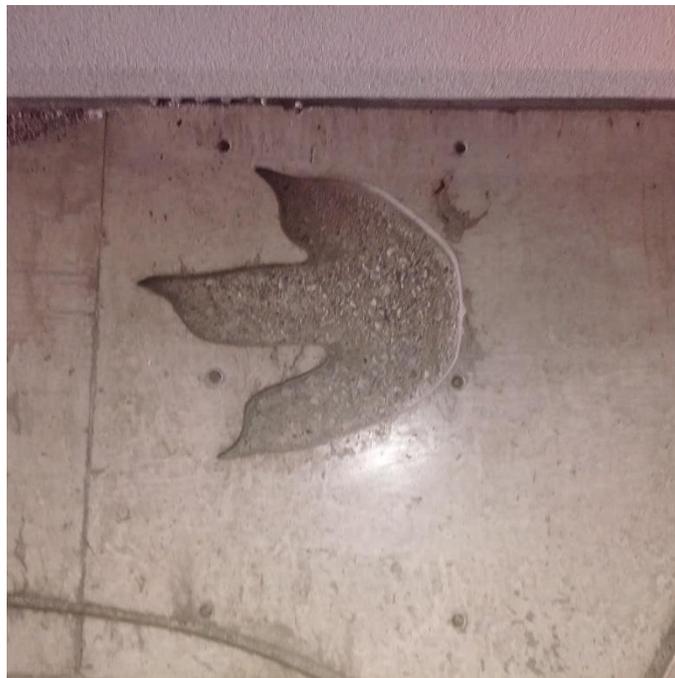
Human needs to sit and rest, to eat, to dispose of one’s related garbage and toilet facilities need to be addressed. This is very similar to the efforts of Destination Carcross in its early stages of development providing attractions, parks, picnic tables, garbage containers and public toilets.



(Picnic table with a graphic top)



(Concrete toilets—wheel chair accessible if at grade level)



(Imagery for the concrete toilets)



(Imagery for the concrete toilets)



(Custom Park Bench 6'–Dinosaur motto)



(Haul All–Triple Mini Bear proof garbage and recycle bins)



(Example of a wrap)

BUDGET:

\$40,311 Total for All Visitor Amenities

POTENTIAL FUNDING SOURCES:

- Yukon Community Development Fund Tier III

- Yukon Interdepartmental Signage Committee—Highways and Public Works/Environment/Tourism and Culture.
- Mining companies operating in the Ross River Dena traditional territory
- Joint venture partners of the RRDC and its corporations

LOCATION:

Near the Interpretation Kiosk and the dinosaur cast.

PHASE II-1 COMMUNITY BRANDING:

There is a lot of confusing around Branding and Marketing. What are they? If one thinks of Branding as the “Pull” and Marketing as the “Push” provides a better idea.

Branding is who you are while marketing is how awareness is built about you. Branding is a strategy while marketing is tactical in nature. The Brand is your message. In this this case **Ross River Home of the Monstrous Lizards** could be the Brand. The marketing efforts are the tools to get people to grow awareness of this historic resource and start coming to visit the community.

When we think of Calgary we think of the Stampede, when we think of Ottawa we think of Parliament Hill. In the Yukon context when we think of Dawson City we think of the Klondike, when we think of Carcross we think of Destination Carcross, when we think of Whitehorse we think of the cultural and historic aspects like the SS Klondike and the museums and galleries, when we think of Keno City, we think of the historic buildings and the Eco-Museum aspect of the small community. These are their Brands!

Our goal is when people think of Ross River is for them to think of Dinosaurs and the other fossils found in the area. Many Canadian communities have built roadside attractions to tell people what the community values are: in Vegreville, Alberta it is the Giant Easter Egg, in Wawa, Ontario it is the giant Canada Goose, and in Steinbach, Manitoba it is the large Mennonite Windmill.

This multi-phased project is built around the unique to Yukon trace fossil historic resource which no one else has in Yukon. Branding will occur around this ranging from the motto to sub-brands from the Welcome to Ross River Sign at the entrance to the community; to logos on lapel pins, buttons, stationary, all featuring the unique northern dinosaurs; along with kiosk exhibits, and motifs, and murals; all built and developed around the brand and message. Other organizations and institutions in the community may choose to adopt variations around the Brand, for example the Ross River School might become known as the “**Home of the Fighting Lizards**”.



Each new phased project as they are implemented and developed will enhance and build upon this unique resource and in turn create further momentum for the overall project. Once the critical mass is reached the Brand will become very well known within the Yukon context and beyond.

The *Ross River Dena Tourism Development Strategy* spoke to how Ross River is

“...uniquely position to take advantage of its proximity to unique features such as Lapie Canyon, the dinosaur tracks and backdoor access to the Northwest Territories.

Motifs around the community such as: the metal light pole banners would feature the dinosaurs of the pathways; murals around town would feature dinosaurs; exhibits and the museum/interpretation centre; playgrounds; and a dinosaur park would further tell the story of the North’s Dinosaurs. Future entrepreneurial ventures based on increased visitations would be encouraged to name the business, and create logos around the dinosaur branding. For example, a guide service might call itself the DinoTrack Tours! Logos designed for branding, along with images from casted dinosaurs can also be used for retail and merchandizing purposes to enhance funding for the initiative.

The initial retail outlet for related branded product for the tourism market would occur at the Ross River General Store.

As a means to develop community buy in and pride of place, community members will be encouraged to provide input. For example, students in the school would be encouraged to enter colouring contests and the important naming of the first cast of the *Nanuqsaurus hoglundi* which contribute to the branding exercise. (See Appendix D).

Drumheller has taken to naming streets with a Dinosaur theme and business operations and community facilities have taken to naming them along the same theme such as the Cretaceous Conference Centre, in Drumheller.

DRAFT LOGOS



ROSS RIVER
HOME OF THE MONSTROUS LIZARDS

PHASE II - 2 STREET POLE METAL BANNERS

CONCEPT:

The manufacture of a series of 4 different dinosaur panels as noted by the trackways as metal street pole banners to be erected in the community and, in particular, around public buildings and the kiosk.

BACKGROUND:

To further brand Ross River as the Dinosaur capital of the Yukon, a series of dinosaur images will be created to further enhance the community's public art expression on the dinosaur theme.

BUDGET:

\$ 23,000 Total

*Note the company provides the art design for the banners based upon the submission of suggested images, and will work to ensure the design is correct. See mock up sample above.

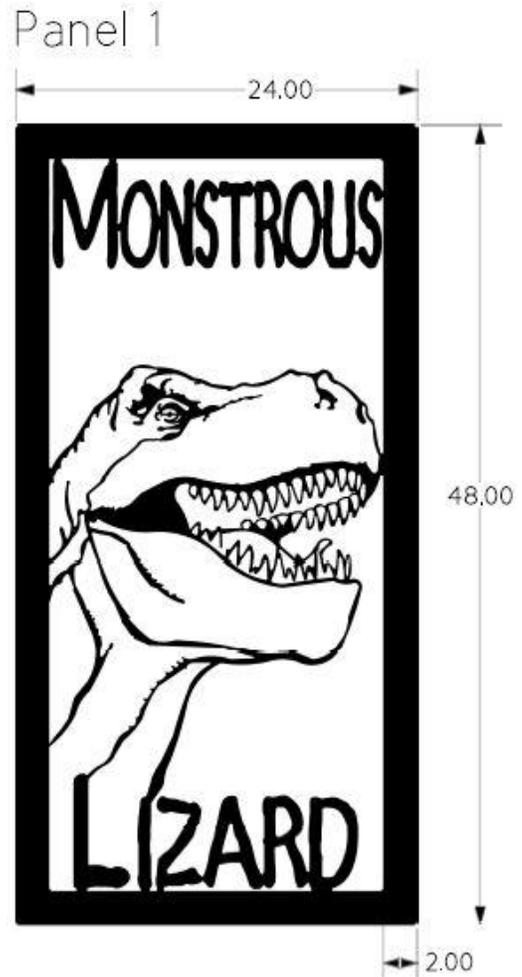
Note the company can also produce a cheaper version based on 12ga Steel but the heavier steel is recommended for extended life and for the intricacies of the art work.

FUNDING SOURCES:

- The Community Development Fund
- Community Services
- Mining companies operating in the Ross River Dena traditional territory
- Joint venture partners of the RRDC and its corporations

LOCATIONS:

In highly visible light standards around the community and roads leading into town.



PHASE II - 3 COMMUNITY MURAL(S)

CONCEPT:

Using murals throughout the community as a further attraction to draw visitors to the community. This builds upon the student efforts of mural development at the school.

BACKGROUND:

The Tourism Development Strategy spoke to the importance of attractions that are **“natural and man-made features that motivate people to travel and explore.”** One of those proven man-made features which draw people to visit a community are art murals. They can be unique if they tell the local story, in this case the Monstrous Lizards as indicated by the Ross River Trace Fossils Trackways.

The University of Arkansas’ Center for Community and Economic Development speaks to how **“the arts can be a useful tool for economic development at the local level.”** They noted how many small rural municipalities in Arkansas have embraced arts-based initiatives as a tool to generate economic tourism development. The study also indicated that many communities began their economic community-based arts initiative with a mural in the downtown area. The cost is relatively cheap and while planning may take a year the actual work can be accomplished in one to two months.



The study noted **“Murals have the opportunity to tell the community’s story, create a unique experience, engage citizens, increase foot traffic and tourism, increase appreciation for the arts and artists, and increase overall attractiveness of the space.”** In Yukon we see this experience in the establishment of a carving shed in Carcross as part of the Destination Carcross Initiative which was one of the first initiatives undertaken in that community.

Future murals could include one for the school in which the messaging is a continuation of the community's Monstrous Lizards motif: **Ross River School: Home of the Fighting Lizards**



The growing importance and interest in community murals is seen by the Canadian Government on line publication of the Canadian Conservation Institution (CCI) resource manual on planning, implementing and preservation of community murals.



The project would hire a Ross River Artist to act as the manager, mentor and supervisor for this mural project, along with working with the Arts STEP Student on the design for other murals for future years.

BUDGET:

\$31,858 Total

POTENTIAL FUNDING SOURCES:

- STEP Program <http://www.education.gov.yk.ca/step-employer-info.html>
- Building Communities Through Arts and Heritage
- Arts Fund Department of Tourism and Culture

- Canada Council for the Arts <http://canadacouncil.ca/funding/grants/explore-and-create>
- Culture Quest administered by the Yukon Arts
- Artists in the School Program administered by the Yukon Arts

LOCATION:

Located on a highly visible public building in the community such as the school or recreation <http://canadacouncil.ca/fundingcentre>.

STRATEGIC ALLIANCES:

- Canadian Conservation Institute (CCI) for the long-term preservation and conservation of the mural.
- A Whitehorse Service Club might be interested in funding this project if they were approached with a proposal, and prospectus.
- The Ross River School Council and the Principal of the school in regards to the artist mentor and STEP student working with interested students in the school are important.
- In the future if the initial mural project is successful the community may look to the Canada Council Funding Programs to assist in innovative funding. They have established a new program called *{Reconciliation}* in which the goal is a “...**groundbreaking initiative which aimed to promote artistic collaborations that look to the past & future for new dialogues between Aboriginal and non-Aboriginal peoples in Canada.**” An example of a similar creative initiative is seen in Arkansas where several artists were invited to a community festival to create murals for the community. It is public art combined with a festival which drew visitors to watch and participate.
- Working with the Arts Unit of the Department of Tourism and Culture to have delivered workshops related to upgrading the skills and capacity of existing artists in the community especially as it relates to marketing and promoting their works.

PHASE III-1 EDUCATIONAL OPPORTUNITIES:

The uniqueness and rarity of the trace trackways find is belied by the fact that few even know about their existence. Beyond Ross River and Faro likely few Yukon students, or Yukoners, or visitors know that Ross River has Dinosaur Trackways Trace Fossils, a historic coal mine site and plant fossils.

In the future it is these young citizens who will become the decision makers for their communities. So, it is important for the students of Ross River to be fully aware of this amazing resource which is just outside of their door steps.

This enhanced knowledge, appreciation and understanding can be achieved in several ways. Such as the school adopting the theme of the Monstrous Lizards as their own. This can start by helping to name the *Nanuqsaurus hoglundi* cast. Also, the school might look to adopt the concept that the Ross River School is the “**Home of the Fighting Lizards**” as their school symbol and mascot.





Students will also be able to get involved in the development of the School Based Curriculum and an enhanced school exhibit and suit case exhibits on the dinosaur tracks. They will be asked to become Dinosaur Guardians to protect the rare historic resource. They would also be asked to be involved in the design and creation of murals around town including one for the school itself.

There is also an opportunity for the school to link directly with the Royal Tyrrell Museum in Drumheller with their interpretation staff and scientists.

http://www.tyrrellmuseum.com/programs/distance_learning.htm

Through “Distance Learning: Students can connect to experts and explore Alberta’s incredible paleontology through interactive and educational programming!

Join us live at the Museum simply by clicking on a link sent in an email. All that is necessary is a high-speed internet connection, webcam, and microphone—no special hardware required.

Using our state-of-the-art Distance Learning studio, we offer programs suitable for schools, homeschool students, and public sites. We also provide complimentary information sessions for fellow teachers and educators, who want to learn more about what we offer. Initially launched in 2006, we have connected to over 60,000 participants in 2500 programs to Canada, the United States, and around the world!

PHASE III-2 EDUCATIONAL CURRICULUM

CONCEPT:

The development of grade appropriate curriculum units which would fit into the Yukon Curriculum.

BACKGROUND:

Prior to the development of the local curriculum the Ross River School should establish an alliance with the Royal Tyrrell Museums ATCO Learning Centre, Distance Education program in which learning opportunities are available through the museums interpretation centre staff and scientists.

A number of Yukon museums and heritage institutions have developed curriculum units which dovetail into the Yukon Department of Education Curriculum. During 2017 the Department of Education undertook a series of consultations with various stakeholders in regards to upcoming changes to the curriculum. A presentation was made to the Ross River in early April of this year.

Yukon's *Education Act C 61* speaks to the importance of local community initiatives and the roles which School Councils may play in Education at the community level. Under 112 Powers and Duties of School Councils the act reads under **112. (2) (a)**:

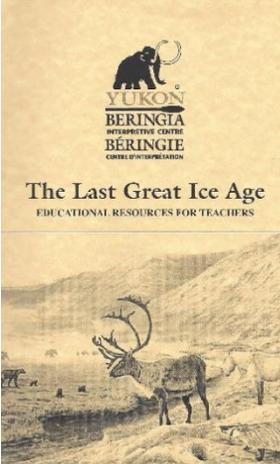
A Council may propose and offer locally developed courses of study and locally approved instructional materials subject to the approval of the Minister and this Act;

further councils are given additional powers to:

(b) receive and spend funds pursuant to this Act;

the *Act* also addresses how the School Council may find the resources to advance such projects under

184 Discretionary Grants—Subject to any conditions that may be prescribed in the regulations, the Minister may provide funding to a School Board or Council for any purpose on any terms and conditions agreed to by the Minister and the School Board or Council.



Some examples of Yukon based curriculum can be seen at the Government's own Yukon Beringia Interpretation Centre (<http://www.beringia.com/learn>).

The Department of Tourism and Culture's Heritage Unit for the remote heritage site of Fort Selkirk with funding support from the Virtual Museums of Canada developed a virtual exhibit for the site which included a Teachers Corner with Yukon Curriculum based units on the site's history. These online resources allow for the study of the site remotely or in person. It is an ideal pre-visit planning tour resource as well. This information is found at -http://www.virtualmuseum.ca/sgc-cms/expositions-exhibitions/fort_selkirk/english/education/education.html.

A number of other Yukon Heritage Institutions have also produced similar educational resources <http://www.yukonmuseums.ca/heritage/heritage.html>.

Cathy Hines a Whitehorse based former museum curator/director and teacher has been involved in the development of some of these on-line and institutional based learning resources. For this project several tasks need to be accomplished:

- conduct basic research to determine the richness of the resource;
- identify already created dinosaur units created elsewhere;
- review the Yukon Curriculum Guides to determine what grade level would best fit;
- meet with the educators and students at the Ross River School; create a dinosaur unit around the story line for the kiosk;
- complete lesson plans, blackline masters, digital images, inquiry based learning ideas and suggestions;
- pilot the unit with a class at Ross River;
- evaluate the unit and make necessary changes;
- and present the complete unit plan to be available to Yukon Schools and beyond.

During this process an application will be made to the Virtual Museums of Canada Investment Program for on-line education resource to take the Ross River Trackway Curriculum Units on line.

BUDGET:

\$11,035 Total

POTENTIAL FUNDING SOURCES:

- Department of Education–Discretionary Funding as per Section 184 of the Yukon Education Act

- Virtual Museums of Canada

LOCATION:

Ross River School

STRATEGIC ALLIANCES:

The buy in of the school and students is an important initial start in the process. The role of Principal Fran Etzel and Vice-Principal Paul McFadyen is critical along with that of area superintendent Bill Bennett. The Department of Education has dedicated the Learning Resources Services Unit as a resource for those who are looking to development curriculum units.

Of equal importance is the role of the School Council for Ross River as noted above in regards to obtaining funding from the Department along with providing advice to the contractor in the development of the curriculum units.

It should be noted that ATCO provides funding to the Royal Tyrrell Museum in Drumheller Museum in Alberta; in particular, the ATCO Learning Centre at the museum, and its distance education program. If the school should need additional equipment for distance education the company should be approached.

PHASE III-3 SCHOOL DISPLAY/SUITCASE EXHIBIT

CONCEPT:

The upgrading of the current in-house exhibit at the Ross River School and the development of a travelling suitcase exhibit tailored for schools and other museums and interpretation centres.

BACKGROUND:

Following the discovery of the trackways at Ross River in 1998, an interpretive display was created at the Ross River School and at the Faro Interpretation Centre in 2001, by the Yukon Department of Tourism and Culture. The exhibit at the school is showing its age along with the wear and tear associated with its popularity.

The trackway exhibit at the school currently needs updating and upgrading, and would provide for a further enhancement of the community knowledge of dinosaurs in the North. It would act as a stop-gap until the community has its own Museum/Interpretation Centre to tell the story of the North's dinosaurs.

The Manitoba Museum in the late 1970s developed a number of smaller travelling suitcase exhibits which fit into the back of a cargo trailer.



(Cargo Trailer)

The Canadian Museum of Nature in Ottawa also produced a number of suitcase exhibits which are featured in museums across Canada. One of the more popular exhibits is

***“From Dinosaurs to Mammals* which is an exciting travelling suitcase exhibition that presents a dramatic time in the history of our planet. Dinosaurs ruled the Earth, but their days were numbered. A changing**

environment, an asteroid from outer space, and the dinosaurs were history. Mammals evolved quickly, replacing dinosaurs as the dominant land animals”



(The suitcase exhibit on display)

These exhibits provide hands on touchable tables, teacher manuals, books and publications, exhibit panels, graphic art and mini-displays and specimens all shipped in Pelican Cases.



(Touchable Specimens from the exhibit)

This project would also include a duplicate set of material to allow for the replacement of missing and broken components.

BUDGET:

\$101,200 Total

POTENTIAL FUNDING SOURCES:

Some of the components which may be related to artistic aspects of the project may be funded by the Artists in the School Program administrated through the Yukon Arts. Another source to look at is the Yukon Foundation.

CDF may also be a source of funding for this project, along with corporate sponsorships.

PHASE IV–1 MUSEUM/INTERPRETATION CENTRE:

CONCEPT:

The development of the Dinosaur Museum/Interpretation Centre in the core of the community as a major attraction. As noted by the 2010 Tourism Strategy the trackways and historic coal mine are major potential tourism strengths of the community. A museum/interpretation centre with tactile exhibits featuring the trackways, plant fossils and the historic coal mine in context with the geological timelines, along with a gift shop and programming will help to bring visitors to the core of the community.

BACKGROUND:

There is a “Catch 22” related to the development of a museum/interpretation centre. Prior to the Department of Tourism and Culture providing Capital or O+M for a museum in Yukon as part of the “family of museums” the museum must first be in place. The O+M funding is important as it is needed to hire a professional museum director to run the operations and oversee the future phases of the Monstrous Lizards Project. Also, the Department does not provide funding for the construction of new museums. The Canadian Department of Heritage does not fund museums either until they have been operating for two years and are successful in undertaking museum related projects such as curriculum development, educational programming, exhibit development and other activities of a well-functioning and operating museum.



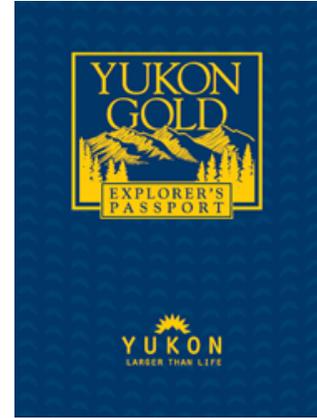
Many of Yukon’s existing museums, including the cultural/heritage centres were not funded by the Department of Tourism and Culture initially either. The capital construction funding came from other departments such as the Department of Economic Development during the Highway and Gold Rush Anniversary Years in the 1990s. Following which the Department of Tourism and Culture under the direction of the Minister of the day, took on the future partial funding of their capital and operations and maintenance. It is noted that the Department’s Museums Unit does—via the Manager of the unit, Brian Groves and the First Nation’s Heritage Advisor, Doug Bishop—provide sage advisory services and assistance.

The decision-making in the past to fund museums such as the Faro Interpretation Centre and a number of the First Nations Cultural Heritage Centres were made at the political level. This

project should be brought to the attention of the Premier and Cabinet to start moving the project forward. It should be noted that major funding has been provided in the past to many Yukon communities for their museums by various funding programs but not for Ross River.

<http://yukonmuseums.ca/>.

Although this project is identified under Phase IV, a Feasibility and Strategic Plan should be undertaken within the next 18-24 months to advance the Museum/Interpretation Centre Project. But a prior step would be the early creation, incorporation and registration of the museum. Some of the school educational projects outlined above in Phase III could then be done under the auspices of the new museum along with initial guided tours of the trackway site. The future Museum/Interpretation Centre site would then also become the stamping station for the popular **Explorers Passport Program**.



The actual construction of the museum can be phased in, starting with the purchase of an ATCO Signature Series Trailer to serve as a temporary space for the museum, with exhibits, gift shop, and office space for staff (revenue may be generated by renting out part of the space to the Department of Tourism and

Culture for a guardian and scientists for the trackways site or another government department). With several years of operation, the museum would become eligible for funding from Canadian Heritage and other sources such as foundations which require a proven track record prior to funding.

The museum does not have to be very large, a 2,000-square-foot building in the core of the community from which activities can radiate out would be ideal. The feasibility study and strategic plan would identify functionality based on museum operations and space requirements along with resulting anticipated operating costs. This document would be used to promote the project to funding agencies and political decision makers to advance the project.

BUDGET:

- \$ 50,000 Feasibility and Strategic Plan**
- \$ 100,000 Temporary ATCO Signature Trailer Space**
- \$1,000,000 Construction of the museum (Order of Magnitude)**

\$ 250,000 Exhibit Construction

FUNDING SOURCES:

The briefing of the Premier and Cabinet, should occur to seek out government support for the construction of the museum. CanNor and Build Canada are other sources to be examined as to funding support.

Future capital and O+M funding sources such as the Museums Unit of Tourism and Culture need to be kept informed as the project is advanced. The potential to tap into ATCO community funding should also be examined.

LOCATION:

Downtown near the kiosk and dinosaur park to build up a critical mass as an attraction, a site close to the footbridge would be desirable.

STRATEGIC ALLIANCE:

It is important to work closely with the Museums Unit and the Historic Resources Unit of the Department of Tourism and Culture, along with keeping the Department of Canadian Heritage aware of the progress of the Monstrous Lizards Project.

PHASE IV-2 DINOSAUR PARK

CONCEPT:

The development of a dinosaur park in a natural setting with casts of other dinosaurs which are indicated by the fossil trackways. The three initial dinosaurs are *Ornithomimus* (ostrich mimic); *Euoplocephalus* (well-armoured head); and the *Hadrosaurines* (duck billed).

BACKGROUND:



The setting of dinosaurs in a park like environment has proven very popular, such as the Calgary’s Zoo’s Prehistoric Park. The dinosaurs are set among existing trees and shrubs utilizing natural landscape and by clever landscape architecture techniques include small streams, recreated waterfalls and volcanic outcroppings, enhanced with artistic foliage with in a relatively small area. This plays well to visitors who have grown up with the Jurassic Park movie themes who want to be able to “walk with the dinosaurs”.

(Walking with dinosaurs Calgary Zoo)

The Drumheller Museum has been able to practically recreate this feeling indoors on a much smaller scale with its grand entry gallery based on the Albertosaurus family group setting (this grouping reflects recent discoveries that indicate they hunted in family groups).



The suggestion for the Ross River Dena Nezziddi Development Corporation is to use the setting near the Pelly River (near the foot bridge which would provide for a greater visitor impact and synergy) to create a feel for the era of the dinosaurs.

Research Casting International are qualified to produce accurate renditions of the three dinosaur types noted above which are indicated by the trace fossil trackways.

BUDGET: (Order of Magnitude)

\$599,000 Total *

LOCATION:



Near the Pelly River Footbridge to create a synergy, and close to the location of the kiosk. A slight distance is a good thing as it will get individuals to stay longer in the community allowing for business operations to better tap into the visitor spending more time in the community.

NOTE: At this point no landscape architect has been identified, this project is likely in the mid 3-6 year time frame with time yet to determine a landscape architect.

It is suggested to use local contractors to produce the walkways, bridges, and seating arrangement augmented with youth from the community (similar to the Single Track to Success Project in Carcross) working on the project. This will also help to address capacity building for the community much as was the case with the Carcross Tagish First Nations Destination Carcross projects.

A call for the artistic foliage and functional art work for the site would go out to Yukon's arts community in a call for proposals.



(Examples of artistic foliage)



(Functional Art Bench)

PHASE IV–3 DIGGING THE DINOS PLAYGROUND PARK

CONCEPT:

A scientific accurate children’s playground built around the Ross River, Monstrous Lizards theme.

BACKGROUND:

There are many examples of children’s playgrounds built around a dinosaur theme like the Capital Hill Playground in Calgary where the design pays more homage to the Flintstones than science.

Few have a scientific aspect to the play area. The Meadowview Dinosaur Playground is an exception, this scientific accurate playground is built around the find of a Hadrosaur by developer Qualico Communities in Leduc, Alberta. In response to this important find, Qualico developed a custom designed playground themed on dinosaurs, providing both land and funding. The resulting playground opened in July 2015.



The uniqueness of the park has led to attendance being higher than the splash-park opened elsewhere in the city. When the site was visited in the summer of 2017 there were families from as far away as Edmonton visiting the park. It is rated as one of the top ten children’s playgrounds in Alberta.

The playground has equipment for different ages from tots, to senior play areas, including a sand dig site with recreated bone specimens in a dig setting. The site is located on a 160’ by 140’ lot with fencing and landscaping and visitor amenities like benches, garbage bins and picnic tables.

The dinosaur components are built around “PowerScape” equipment by **Park N Play Design Company, Ltd.** of Rocky View County, Alberta. This includes a tree pad post and hole, play equipment and a crawl through dinosaur body. While the playground has a small zip-line, this portion has been broken several times by older teens riding it beyond its weight capacity, the zip-line was an add-on with no ties to the dinosaur theme.

BUDGET:

\$500,000 (Order of Magnitude)

FUNDING SOURCES:

The Yukon Department of Community Services under its Recreation Funding Program has a Capital Recreation Funding Program for Unincorporated Communities for Small Capital Projects up to \$20,000 per year, with a forecast form for up to 3 years.

This is a project which has appeal for corporate contributions. ATCO Yukon Electric (which services Ross River) is a corporation which is known for funding through its Community Investment Program. They are also a major supporter of education and museums such as their learning centre funding to the Royal Tyrrell Museum in Drumheller, Alberta. They also have an Equipment Loaner Program to support local community initiatives.

Banks are also a good source of sponsorship; a good starting place would be the bank that the Ross River First Nation uses.



LOCATION:

To be determined, in the town core with consideration to the Interpretation Kiosk, the school and recreation centre.

STRATEGIC ALLIANCES:

ATCO Electric Yukon

Stephanie Cunha–Senior Communications Advisor



(The kids' dino dig site at the Royal Tyrrell)



(Dinosaur climbing toy at the Leduc playground)



(Dinosaur play tracks at the Leduc playground)



(Crawl through toy at the Leduc playground)

PHASE V–1 FIELD CAMP/RESEARCH STATION–WALKING WITH DINOSAURS

CONCEPT:

The development in cooperation with the Department of Tourism and Culture and the Government of the Yukon’s Office of the Science Advisor a Field Camp Research Station: Walking with Dinosaurs at the Trackways site.

BACKGROUND:

There are several examples where governments have worked in conjunction with local organizations and individuals to establish ancillary interpretation/field station centres. The East End, Saskatchewan T-Rex Discovery Centre is one such site (<http://www.trexcentre.ca/>). While the Centre is now operated by the Royal Saskatchewan Museum, services such as the Discovery gift shop and children’s programming are provided by the Friends of the Museum Organization. While the Royal Saskatchewan Museum operates digs in the area and the research lab at the centre which is also used to interpret the natural history.

Another model is the Morden, Manitoba Canadian Fossil Discovery Centre (<http://discoverfossils.com/>) where a local board operates the museum and the museum staff work with scientists from other museums and universities at some 30 dig sites in the area. Visitors to the Centre are provided the opportunity to work beside scientists in what they call “Fossil Dig Adventures” in ½ day to five-day speciality dig tours. The museum also operates Dino Day and Week Camps for youth, including in museum activities and on-site digs. Both programs have become very popular and play a major role in local tourism.

The base for both of these two initiatives is based on solid scientific research. It is important to establish a good working relationship with the scientific community. Another good example of this is seen at the Tumbler Ridge Dinosaur Discovery Gallery/Peace Region Paleontology Research Centre,

While these three models differ from each other there are aspects of all which should be incorporated into the Ross River site. The difference in the models are to some degree due to the size of the community in question and the local ability and resources to provide for the operation of the sites. In the Ross River situation, a hybrid of the models would be workable. An initial study tour, feasibility study and importantly further research to determine the scope of the resource are initial important steps.

There is an opportunity for the Monstrous Lizards Project to provide similar opportunities at the trackways sites and in the location and documentation of trackways and the other natural history resources. If developed there would be opportunities for local individuals to find employment ranging from scientific, to guardians, to the provision of accommodations and services.

Along with the providing for the maintenance of the Field Camp/Research Station by the Development Corporation the opportunity to provide short term accommodation for visitors

would be possible. There are Northern examples elsewhere where science research and tourism initiatives have intersected such as at the Churchill Northern Studies Centre (CNSC <https://www.churchillscience.ca/>) which also need to be reviewed.



(Churchill Northern Studies Centre)

There are also examples of other successful Field Stations in Yukon such as the Artic Institute of North America's Kluane Lake Research Station operated since 1961, which is part of the Canadian Network of Northern Research Operators (CNNRO, <http://cnnro.ca/>).



(Kluane Lake Research Station)

The Yukon Government under the office of the Government of Yukon Science Advisor manages and/or provides funding and in-kind support to 10 research facilities in Yukon. The previous challenge in dealing with the trackways site has been over the ownership issue related to the land tenure and land claims. Which to this point has left this important heritage resource under-utilized and at the risk of environmental erosion. Rather than getting bogged down in the technical aspects of land claim negotiations the suggestion is to approach the Premier and discuss the possibility of establish a Ross River Trackways Working Advisory Committee consisting of

the Ross River First Nations, the Department of Tourism and Culture, and the Office of the Government of Yukon Science Advisor to undertake a Feasibility and Strategic Plan to study how such a Field Camp/Research Station might be established to further research and document trace fossil finds and dinosaur sites in Yukon. The study would review the possibility of establishing alliances and cooperative agreements with Universities and Museums (including the Tumbler Ridge, Dinosaur Discovery Gallery/Peace Region Paleontology Centre and the University of Alaska's Museum of the North in Fairbanks) in both Canada and elsewhere.

It would also look to what programming might be provided to students from K-12 in Yukon, to those attending Yukon College, to Universities elsewhere as it relates to the trackway finds and other natural history resources. Further it would examine how Yukoners and Visitors to Yukon might be involved in the research and interpretation at the site, with resulting benefits to the tourism economy of the area. The planning phase should also look at the potential of co-ownership and management of the site by the Yukon Government and the Ross River Dena Council.

In thinking of the physical aspect of the site, it should be thought of as similar to a ATCO Mining Camp, addressing needs such as food service including commissary, sleeping accommodations, washroom and shower facilities, laundry, common areas and recreation, a library/lecture area, a small exhibit area, labs, specimen storage (e.g. C-Cans), equipment storage trails and viewing interpretation platforms.

Of noted concern by trackways specialist Richard McCrea of the Tumbler Ridge Museum is the finite nature of trackway sites. Once a site is uncovered the process of nature in natural erosion and freezing and thawing cycles place the trackways at risk as do interaction with visitors. His recommendation was for an early stage of development to include pathways and the covering of the tracks with shelters. This is what occurs at the Alberta Dinosaur Provincial Park where the dinosaur fossils are housed in situ in protected shelters linked by trails.

The Ross River Trackways Working Advisory Committee should also look at the establishment of a formal Memorandum Agreement of Understanding which would outline the perimeters of the project and the role of the various players. As noted in the Historic Resources Act the Government of Yukon could enter into these types of agreements.

It is advised that the Dena Nezziddi Development Corporation should undertake a study tour of the East End, Morden, Tumbler Ridge, Dinosaur Provincial Park and Churchill programs to get a better understanding of the possibilities for Ross River to better dialog with the Yukon Government.

BUDGET:

\$100,000 Feasibility Strategic Plan

\$3-5 Million Construction (Order of Magnitude)

LOCATION:

At the trackways site.

POTENTIAL FUNDING SOURCES:

- Community Readiness and Opportunities Planning (CROP) funding of the Feasibility Strategic Plan phase of the project. This program only provides for 80% of the budget.
- CanNor supports community-based efforts to plan for and take advantage of opportunities for development and diversification in key economic sectors such as mining, tourism, fisheries, renewable energy and in cultural and traditional sectors.
- Yukon Government via the Science Advisor program.
- Department of Economic Development, Regional Economic Development Program
- ATCO

STRATEGIC ALLIANCES:

The Feasibility and Strategic Plan would establish strategic alliances, but starting points should include universities with paleontology programs which may want to host courses at the Field Camp/Research Station, museums such as The Royal Tyrrell, the Canadian Museum of Nature, the Perot Museum, along with learning tourism operators and organizations such as the Natural Habitat Adventures (<https://www.nathab.com/>); Road Scholar (<https://www.road scholar.org/>); EarthWatch Institute (<http://earthwatch.org/>).

ATCO and their known support for museums, paleontology and learning centres would be a prime candidate for a strategic alliance.

It would be important to also discuss with Yukon College the potential to collaborate with them.

PHASE V-2 FIELD CAMP-LEARNING WITH DINOSAURS EDUCATION CAMP: DIGGING THE TRACKS

CONCEPT:

The development of infrastructure and programming to develop a year-round Learning Vacation Program for the Field Camp/Research Station site.

BACKGROUND:

To obtain the most economic benefits for the community the operation of an Education Camp at the Trackways Site should be undertaken by the Dena Nezziddi Development Corporation. The Education Camp would consist of a broad-based program of learning vacations ranging from tours, evening lectures, and participating in the further discovery and documenting of the natural historic resources, in a Field Camp/Research Station setting. These learning opportunities would range from a day visit, to engaging 5- to 7-day learning vacations offering the chance to learn about dinosaurs of the North, the riches of trackway site, the natural and human history of the coal mines and the plant fossils, providing hands on assistance to scientists in the lab and in the field at an active research facility. Evening talks by First Nations Elders to develop a deeper understanding and appreciation of the culture, history, natural history, and local wildlife and importance of the land and its resources to the people of Ross River would further enhance the educational experience. Visitors would stay on site in purpose build accommodations such as oTENTiks tents (or historic wall type tents) or...



(Exterior View)



(Interior View-Sleeps 6)

...a modified tiny house, similar to those constructed by the Carcross/Tagish First Nation. The experience will be enhanced by eating, interacting, with expert guides and professional scientists in the Field Camp/Research Station.

One of the major challenges for the Ross River area has been the provision of sleeping accommodations and camping. With the addition of a limited number of RV sites to the site would provide for a mix of accommodations. The type of visitor to Yukon which would appreciate and enjoy such an experience was identified by the 2010 Tourism Strategy as already coming to the region.

Local residents working through a business established by the Development Corporation would be providing the visitor services and the maintenance for both the Field Camp/Research Centre, and the Education Camp.

BUDGET (Order of Magnitude):

\$50,000 - Feasibility and Strategic Plan

\$300,000–Design of and construction of the visitor housing units, covered lecture structure, RV campsite, and amenities (e.g. picnic tables, fire pits, wood storage, areas, etc.)

LOCATION:

At the trackways site and near the Field Camp/Research Station.

STRATEGIC ALLIANCES:

It would be important to identify and inventory existing business operations and individuals who would be interested in providing contracted services to the visitors such as: food service; maintenance and upkeep; wildlife tours; elder talks; and artist workshops.

It is also important to develop agreements with organizations which already provide such Learning Vacations in other locations as noted above.

This site would also be ideal for aurora viewing, business retreats, winter adventures, class visits, University Courses, Immersion Language learning, especially with the infrastructure already in place including food service in the Field Camp/Research Station.

Economic benefit would also be gained if local residents are involved in the construction of modified oTENTik type tents adapted for the local environment, or tiny houses. A collaboration with the Carcross/Tagish First Nation Development Corporation and the implementation locally of their tiny house project or construction of the oTENTik tents would go a long way to develop local skill sets.

FACTORS/ISSUES -

REVENUE OPPORTUNITIES:

There are three basic means of revenue opportunities for the Monstrous Lizard Project: earned revenue; contribution agreements; and donations/sponsorships.

NON-PROFIT WING OF THE DEVELOPMENT CORPORATION

There is a special challenge for the Dena Nezziddi Development Corporation in that many funding agencies (e.g. Canadian Heritage) will only provide support to a not-for-profit organization which has been in successful operation for more than two years. A major initial step should be the incorporation of a not-for-profit wing for the Development Corporation as soon as possible, which can then undertake the applications for funding, and the seeking out of sponsorships and donations.

The Carcross Tagish First Nation has incorporated a not-for-profit wing of the Carcross/Tagish Development Corporation to allow them to obtain funding and operate not-for-profit enterprises which in turn can funnel funds to specific important projects for the community. The contact for further information is Nelson Lepine, Managing Director. The incorporation was undertaken via the services of lawyer Daryn Leas) of **boughtonlaw** out of Vancouver. In discussions with Yukon Economic Development, it was learned that they have provided assistance to other Yukon First Nations to develop not-for-profit arms for development corporations, along with training assistance for governance. This is a key development step for Ross River.

The Department of Tourism and Culture's Arts Unit has produced a handy guide called ***Proposal Writing Tips***. They also have two Arts Consultants who are available to come to the communities and provide a training session on Proposal Writing for funding. The presentation is generic in regards to the considerations needed to develop a good proposal to seek funding

EARNED REVENUE:

A not-for-profit enterprise, is used to describe earned revenue. While the organization may not be for profit, the enterprise needs to be in the "business" of making money. A popular source of revenue is the gift shop, where a variety of popular items are offered for sale. Dinosaur souvenirs are very popular for the travelling public. The sale of speciality T-shirts, hoodies, ball caps, not only help to garner revenue they also help to promote the attraction itself. Other forms of revenue generation can include RV Parks and campgrounds; specialty tours, and admissions.



The 2010 *Ross River Dena Council Tourism Development Strategy* suggested that the Dena General Store should add an online website for the ordering of local artist products which is one option. A dinosaur themed gift product line should be developed for retail sale initially through the General Store. It would also be possible that prior to the establishment of a permanent Dinosaur Museum/Interpretation Centre that an ATCO trailer be purchased and located close to the kiosk with an office and small exhibit, where a gift shop, tourism information and sale of guided tours would operate out of.





CONTRIBUTION AGREEMENTS:

It is often relatively easy to obtain contribution agreements for capital projects, while ongoing operations and maintenance are more difficult to obtain. Ross River is caught in a “Catch 22” situation, in that to obtain federal Canadian Heritage Funding one of the major requirements is to be in operation for 2 years. The Yukon Government Museums Program prior to providing O+M funding requires that the museum/interpretation centre be in existence prior. Historically in Yukon the Government has helped to build capital infrastructure via special programs funding such projects as the First Nations Cultural Centres established during the centennial celebration years. These discussions will need to occur at the political level. There are a number of other smaller programs which do not have these requirements.

One of the major considerations by funding agencies is that projects are undertaken as promised by those receiving the funds and that the funds are properly accounted for. Without staff this can become a challenge for small cultural/heritage organizations. Consequently, a major key for the

Ross River Monstrous Lizard Dinosaur Trackways Project is securing longer term O+M funding to allow for the hiring of an individual who can meet the funding application deadlines, submit the requests, implement the projects and properly account for them.

There may be an opportunity to share a staff position with the Yukon Government where the duties of the individual would also be the “guardian” of the trackway sites, and interpreter guide this should be examined by the Ross River Trackways Working Committee.

DONATIONS/SPONSORSHIPS:

Special projects that governments may be reluctant to fund or only partially fund are the type of projects that corporations may want to support, especially if they are tangible and of high profile, such as: permanent exhibits, a Dinosaur Park, or a dinosaur playground. These initiatives may include naming rights. ATCO has shown a special interest in educational opportunities and the involvement of youth. They are also a major player in Yukon and are well known for the ATCO Learning Centre at the Tyrrell Museum in Drumheller.



The Høglund Foundation is also very interested in students, youth, museums and paleontology projects in the North.

These types of projects are also very suitable for a service club which may want to take on a project which will benefit the community. Many of the clubs while located in Whitehorse have a wider mandate to provide support to the whole Yukon.

New mining companies coming to the Yukon may also be wanting to find community initiatives which they can support.

It is important for the Dena Nezziddi Development Corporation to develop a “Prospectus” for the overall project and components to assist during the presentation of the project(s) to potential sponsors during the “ask”. The Prospectus should address the following questions: What? Why? When? Who? Where? And the most important How Much?

STRATEGIC ALLIANCES:

There is contact information for institutions which are operating gift shops included in the Resource Handbook. A site visit to these operations would be a helpful step prior to the establishment of a retail outlet. Obtaining their suppliers list would also be of use. The Canadian Museums Association <http://museums.ca/site/conferences> once a year provides training for museum gift shop operators including many practical ideas about operating a gift shop, these are held in conjunction with gift shop trade shows by suppliers. Funding in the past for Yukon

heritage workers has been provided by the Heritage Training Fund managed by the Yukon Historical and Museums Association (YHMA).

MARKETING THE MONSTROUS LIZARDS:

If Branding is the pull, then Marketing is the push for your message. Some believe that Marketing is about creating demand or changing people's views about your attraction, but it is **“Really about letting your existing and potential audiences know about you”**. It is about communicating with those who are looking for cultural/tourism product that you already have developed. You have a product that the visitor is looking for and it helps to fulfill their goals for their visitor experience, by marketing you are just letting them know about the opportunity you can provide them with.

The Tourism Strategy has already outlined what type of visitors are coming to the region. It is good to know that the product you would be able to provide is what they are already looking for. In marketing there is a maxim **“No one buys what you are selling they buy what is of value to them”**. That is why it is important to **“promise less and deliver more”**.

The key is to start small, with local information sessions, adopting a logo and motto; and early media releases about your product which will start to grow local awareness in Ross River and across Yukon. Many Yukoners do not know about the dinosaur trackways. By involving locals, you will find that they are your best ambassadors. The early production and sales of lapel pins, buttons, and T-shirts will further help to get the word out, while earning a bit of revenue at the same time.

There are many ways to market your product, but much of this will need to wait until the product is fully in place so visitors are not disappointed by their visit. What can happen now is to start to market the visitor services which already exist for the travelling public. This will start to attract more people to use the Robert Campbell Highway and to stop in Ross River. Phase I becomes critical for the development of market ready product. In the meantime, there are initial steps which can be undertaken to prepare for marketing. Something as simple as the metal banners or even street signage can be effective in marketing.



Strategic alliances can be initiated with the Faro tourism group to start to look at a regional marketing plan.

Building further knowledge and building partnerships can be achieved by obtaining membership and communicating with organizations such as:

- The Tourism Industry Association of Yukon (TIAY <https://tiayukon.com/>) also have a Tourism Training Fund which can be tapped to further gain knowledge. They also have a

Strategic Marketing Council which can assist in getting the Dinosaur Trackways project into the decision-making process of the Yukon Government.

- The Department of Tourism and Culture’s Tourism Branch can help provide assistance in three ways: Industry Services; Marketing; and Visitor Services.
 - The Industry Services Unit can provide advice and counselling on product development, including visitor research and data. They are also responsible for the Product Development Partnership Program and the Tourism Cooperative Marketing Fund.
 - Once the Monstrous Lizards Project is up and running and is market ready, the Marketing Unit can take the message out to the wider world. They work with tour operators, suppliers, travel agents, travel media, and can bring travel writers to Ross River to experience first hands the heritage tourism aspects of the area.
 - For those visitors who are already in Yukon the Visitors Services Unit are able through the six Visitors Information Centres (VICs) to provide the marketing message and publications to the travelling public to encourage a visit to your community. (Note: During the site visit in October, information was shared with the Visitor Services Unit of the current services available for travellers to the community)
- The Yukon Tourism Educational Council (YTEC) provides frontline training opportunities for those in the delivery of tourism services to the travelling public. They manage the National Certification Program “emerit” which provides the National seal of excellence in human resource products and services. This program is a great starting point for residents of Ross River wanting to enter future careers in the tourism sector. <https://yukontec.com/>
- The Yukon First Nations Cultural and Tourism Association (YFNCT) is a non-profit organization that is committed to growing and promoting vibrant and sustainable arts/culture and tourism sectors.

YFNCT offers training, referral services, networking opportunities and co-operative marketing for First Nations artists, performers, cultural centres and tourism entrepreneurs in Yukon. YFNCT works closely with arts/culture, tourism and government organizations to maximize opportunities within the sectors. Specifically, they undertake and assist with:

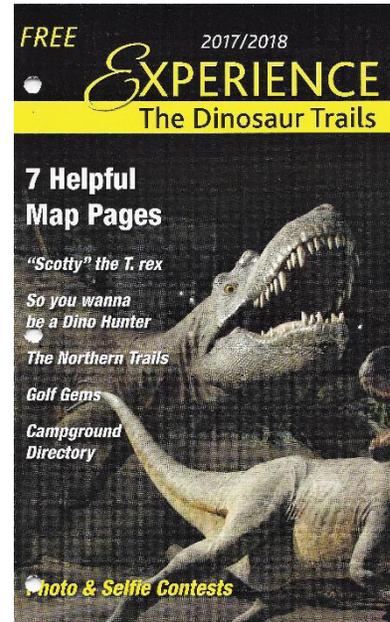
 - Marketing and Communications—to increase understanding, awareness and demand for YFN arts, culture and tourism experiences within and beyond Yukon.
 - Product Development—by supporting the development, enhancement and delivery and presentation of authentic YFN art, culture and tourism products and experiences.
 - Entrepreneurial Development—by facilitating training, mentorship and educational opportunities that support the development of YFN artists, businesses and organizations.

- Networking and Partnerships—to build strong linkages between sector stakeholders to increase collaboration, leverage resources and create new opportunities.
- Advocacy—by being a unified voice to influence, promote and assist the development of YFN art, cultural and tourism sectors within Yukon.

There are also linkages outside of Yukon which also can be tapped ranging from the Canadian Museums Association Conferences, to other related institutions which also are promoting dinosaurs as tourism attractions. They are found from Morden, Manitoba; to Eastend, Saskatchewan; to several sites in Alberta and British Columbia. An example of these linkages can be seen in the Western Canadian publication “*Experience - The Dinosaur Trails*” that features 21 sites stretching from Saskatchewan to British Columbia. This publication besides highlighting these attractions also links to other popular tourist activities such as: Accommodations; Campgrounds; Golfing, and other specialty pages. Maps are provided to provide information on locations. The Drumheller and District Chamber of Commerce is a great resource in how to brand and market a tourism concept.

Richard McCrea of the Tumbler Ridge Museum is a promoter and champion of the concept of a Northern Trackways and Museums trail to promote the visitation of important sites from Tumbler Ridge to Fairbanks, including Ross River. This concept could build upon the “*Experience–The Dinosaur Trails*”.

During the final stages of Phase I development there are further steps which should be undertaken to market the Monstrous Lizards of Ross River. These can range from: inclusion in the Yukon Government’s Explorers Passport program; to a brochure; to highway bill boards at either end of the Robert Campbell Highway; inclusion in the Tourism Publication “Bibles”; at this point it would be appropriate to upgrade the Ross River content in the Yukon Vacation Guide. Official Yukon Highway signage through the Inter-Departmental Sign Committee should be approached early on and unique speciality marketing at entry ports such as the Whitehorse International Airport should be followed up on. Current efforts should indicate that the community is ready now for visitors, in that they can obtain: fuel, food, accommodation, and services such as medical services, towing and repair services.





Early on a marketing plan should be developed which would address the phased development of the project, looking for strategic alliances in Yukon and beyond and develop a themed “look” and the promotion of the Monstrous Lizards Project logo and motto. The branding of the product is important to be carried throughout the marketing effort to ensure unity of message and continuity. It would be important to determine what is happening with the new exhibits at the Fairbanks Alaska Museum as noted above there may be an opportunity to develop Dinosaur Trails Partnerships and a Passport program stretching from Western Canada to Alaska for those independent RV travellers who are travelling “North to Alaska”. It is important that Ross River become known as the home of the Monstrous Lizards for that link in the chain.

MULTI-USE TRAILS/FOOT BRIDGE:

It is important where ever possible to build critical mass by combining initiatives such as the upgraded foot bridge and access to the North Canol, together with the Monstrous Lizard Project. The location of the kiosk, visitor amenities, the *Nanuqsaurus*, the Dinosaur museum/interpretation centre, should be as close as possible to the footbridge attraction, as this will provide that critical mass needed to get visitors off the Robert Campbell Highway to downtown Ross River to increase the potential for economic growth and benefits for local residents.

The Tourism Strategy undertaken for the Dena Council, discussed the importance of historic trails in the region (another type of trackways site). It was suggested that a brochure be developed for the Dena Cho Trail which connects with Faro. A joint initiative of this type would help to build cooperation and benefit tourism to the region. Historically in the past First Nations used trail markers to mark the way. In keeping with the nature and the traditions of the local First People’s the trail markers should be constructed using traditional Dena motifs and art forms.

An inventory of other potential trail systems should be undertaken and look at using potential attractions as the old coal mining in the area, and the old North Canol Road. The trails should be

multi-use and year-round. A walking trail to the trackway sites including viewing interpretation platforms, and protected shelters for the trackways should be an early project.

Yukon has become known for single track biking, this is especially due to the efforts by the Carcross/Tagish First Nations “Single Track to Success” project. Their success should be looked at as a model which can be replicated in Ross River, particularly the aspect of involving the youth in the development and success of the project, and for future capacity building

These historical trails have the potential to obtain funding from several sources which would help to augment the attraction for the area.

9 QUICK “DO’S”:

There are a few initiatives which should be undertaken as soon as possible. There has not been much in the way of advancing the recommendations of the 2010 Tourism Strategy Report, nor has much taken place since the discovery of the Trackways Site in the late 1990s.

It should be noted that the next election for Yukon is due in 2021. By that time the project should be well on its way, with only several major projects left to advance.

Prospectus –

An overall high-quality project prospectus should be developed for the Monstrous Lizards Project and its individual components. These would be used when approaching funding agencies, donors, community clubs, potential sponsors. These would be used as tools during the “Ask” portion of the meetings. The prospectus should also help to brand the project by highlighting the logo and motto for the project.

Not-for-Profit Development Corporation Wing –

It is important to establish and register a not-for-profit wing of the Development Corporation to allow for donations, sponsorships, and contributions, and to deal with earned revenue and advancement of certain projects. Economic Development should be approached for funding and technical assistance to move this early initiative forward.

Hire a Project Manager to advance the Monstrous Lizards Project –

Initially it may be the hiring of an individual on a monthly retainer to keep the files active and moving forward including funding requests. When one of the projects starts to “heat up” then a daily rate for work undertaken and expenses would be activated with the individual.

The eventual goal would be to seek out funding to hire a full time individual to advance the project undertaking duties such as revenue generation, grantmanship, and overall project management, liaison with funders and decision makers. This would also ensure that funding deadlines are not missed, and projects are properly reported and accounted for.

Establish the Ross River Dinosaur Museum/Interpretation Centre –

Incorporate and establish the governance model for the future museum. Following which a strategic plan and development strategy would be developed. Funding early on should be sought to undertake such initiatives as the curriculum development and suitcase exhibit projects. This is important to do early on as a track record must be established prior to seeking funding for capital construction and operations and maintenance funding.

Marketing Plan and Strategy –

The development of a phased Marketing Plan and Strategy to promote the Monstrous Lizards Project including media releases, speaking engagements, messaging, and related activities to help advance the project is needed.

Community Conference –

Much like Carcross undertook the regular Destination Carcross Conferences and Meetings to inform the public they were also used to bring together funding agencies, partners, and project champions to inform them of advancement of the project and upcoming initiatives.

Dialog Political Level –

It is important that the political leaders of the community along with the Development Corporation meet with the Premier and Cabinet and the local MLA to update them on the project and to seek support to advance the project. This would include an “ask” for funding support, and the establishment of the Dinosaur Trackways Working Steering Committee to address how best the historic resource of the current Government Land Reserve may be developed cooperatively, along with the establishment of a Field Camp/Research Station, and the onsite Education Camp and in situ protection of the resource itself.

Dialog Civil Service Level –

As much as it is important that the political level has buy-in of the Monstrous Lizards Project it is equally important that those who help to frame the decision-making process are informed and updated as to the goals, objectives of the overall project. It should be noted that this process has already started regarding the trail, interpretation, and kiosk development aspects of the project. This should continue systematically with each of the funding agencies, to ensure that a file has been started for the project and that the program officers are aware of the project. This will also help in the development of budgeting by those agencies who are open to supporting the project.

Become-a-Member –

There are several not-for-profit organizations for both the tourism and heritage sectors, which a membership in will be beneficial for Monstrous Lizards Project into the future. The Dena Nezziddi Development Corporation should take out membership in these organizations and partake in their annual meetings, training sessions and workshops to better gain further sector knowledge and information.

APPENDIX A–KIOSK STORY BOARD OUTLINE:

The story line should be the emphasis of placing the local heritage resource with in the Yukon, Canadian, and Northern Context. Telling the story of the trackway and why they are important.

The Eight Story Boards:

1.) INTRODUCTORY PANEL

- When you think of Yukon you think of Mammoths.
- There is an equally exciting find, the plant fossils and the historic coal mining
- The trace fossil trackway find.
- Location (rough description to help ensure conservation)
- The unique rareness of finding Dinosaur trace fossils in the North.
- The importance to Ross River.
- What are trace fossils? Tracks, fossilized scat (coprolite), belly rubs, borings

2.) WHAT WAS DISCOVERED?

- Why we cannot be certain of the actual dinosaur based on a trace find.
- What was the context of the find?
- How old is it? The mid to early late Cretaceous Period.
- Have there been any other dinosaur related finds in Yukon?
- Other major finds in the North are we aware of?
- The context of those finds from the local to the regional to the national to the international

3.) THE GEOLOGICAL AGES

- The Geological Time Scale (GTS).
- The Age of Dinosaurs (230-65 million years ago)–Triassic/Jurassic/Cretaceous.
- The Mesozoic time.
- This was followed by the age of Mammals.

- Humans have only been around “like a blink of an eye”.
- Genus Homo has only been around for about 2.5 million years.

4.) THE LAND AND PEOPLE OF ROSS RIVER

- The Ross and Pelly Rivers were long used as a late summer gathering place.
- The Kaska people are an Athabaskan ethnolinguistic group
- It is the home of the Ross River Dena Council First Nation.
- An area of approximately 35,427 square km.
- Their approach is rooted in a core belief that the stewardship of the water and land is the responsibility of the people of the First Nation.
- Further that the ecology of the traditional land including natural history resources is an important value.
- That tourism opportunities must respect these values including the authenticity of the stories including the dinosaur trackways.
- The First Nation view this resource as an opportunity to share with the world, in a means that is authentic and sustainable, providing economic opportunities to its citizens.

5.) MEAT (MEET) THE DINOSAURS

- Despite movies like Jurassic Park not all dinosaurs are fierce meat eaters
- Dinosaurs can be divided by name, species, what they ate, when they live, and even by size.
- Scientific classification and major groups.
- How do scientists classify the finds?
- How do scientists name dinosaurs?

6.) MEET THE PALEOTOLOGISTS

- What does a paleontologist do?
- Meet the paleontologists of the Ross River trackways find.
- John Storer/Roland Gangloff/Kevin May.

7.) WHAT DO I DO IF I FIND A FOSSIL IN MY TRAVELS?

- How to report a find
- Why is it important to report a find?
- Yukon's fossil laws
- If I am a scientist how do I get a Scientist and Explorers License?
- Meet Yukon's keeper of the fossils—Grant Zazula

8.) ARE THERE MORE DINOSAUR FINDS OUT THERE/NEXT STEPS?

- Are there more dinosaur discoveries waiting out there?
- What are the plans for the next steps by the Ross River First Nation?

Picnic Table Top

A graphic display of dinosaur general types from the Ross River discover will be created for the picnic table top.

(Note: There are two further panels which will be erected by the *Nanuqsaurus hoglundi* cast, along with a foot print panel - see Appendix B)

APPENDIX B FACTORS/ISSUES:

CONSERVATION –

The conservation and protection of the dinosaur trackways is a multi-faceted approach. The Ross River First Nation has noted its commitment to the core value and role that the people have in the stewardship of the water and land. This includes the dinosaur tracks found on their traditional territory.

The Yukon Government is obligated under the *Historic Resources Act* to

“1(1) The purpose of this act is to promote appreciation of the Yukon’s historic resources and to provide for the protection, the orderly development, and the study and interpretation of those resources”.

Under Part 6 Definitions **61(1) “historic object... (b) a palaeontological object...”** is covered by the *Act*. Also, the *Act* includes Agreements with museums and others.

67 The Minister may make agreements with any person about the ownership, care, restoration, preservation, promotion, or display of an historic object”

Further the *Act* allows for the Minister under

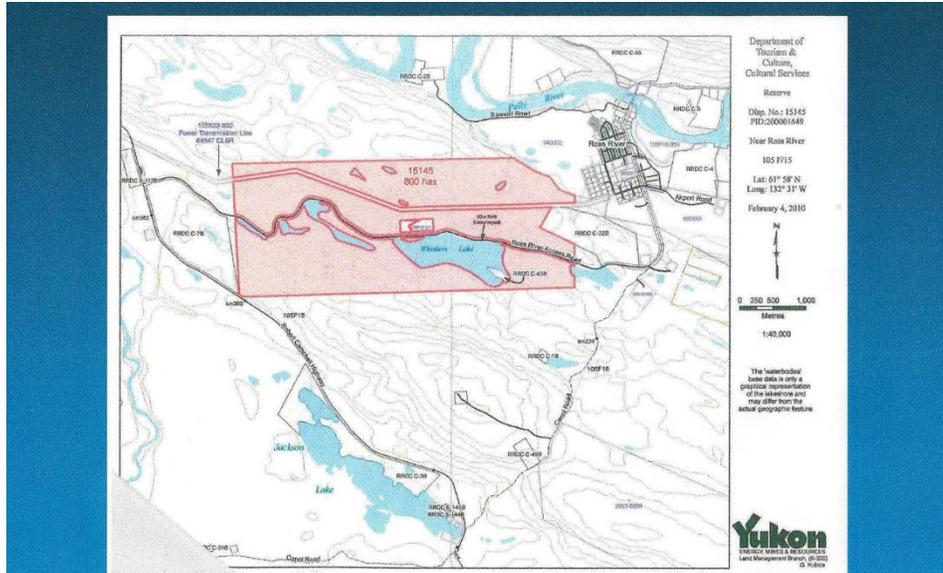
8 (d) Assist by grants, loans, training programs, professional or technical services, or otherwise, the work in general of a specific project of a Yukon First Nation or of any group in the Yukon dedicated to the discovery, maintenance, restoration, preservation, protection, repatriation, of study of the historic resources of the Yukon”.

The *Act* also discusses the inventory of historic objects, including interpretation of their significance along with the ability of the Government to dispose of any historic object owned by the Government of Yukon. The Minister may also delegate authority under section 81 of the *Act*.

While the Yukon Government has not designated the Dinosaur Trackways as a historic site, in 2010 they did place 800 hectares of the trackway site under the Internal Yukon Government Reserve of Land for palaeontological interest.

There are roles which each party can play in the conservation of the trackways to ensure the conservation and protection of this vital and unique historic resource for the future enjoyment, and education of all.

(The



Yukon

(Government Land Reserve for the Dinosaur trackways)

COOPERATION MEMORANDUM OF UNDERSTANDING:

- Establish a Dinosaur Trackways Working Steering Committee between the Ross River First Nation and the Yukon Government to work on advancing the project and the important goal of the preservation and conservation of the resource. Including in situ shelters for this finite resource, or other long-term endeavours to preserve the resource.
- This working group would develop a Memorandum of Understanding which would address cooperation between the Ross River First Nation and their role in the stewardship of the lands and waters of their traditional territory and the Department of Tourism and Culture's role as per the Historic Resources Act, and that of the Science Advisor.
- Establish the means in which the Department as per the Historic Resources Act can provide financial and other assistance through the Development Corporation to individuals within the community to ensure the preservation, interpretation, and conservation of the collection.
- Outline the roles and function of each of the partners.

EDUCATION:

- As outlined in the report the development of a Curriculum Units on the Dinosaur Trackways and dinosaurs in Yukon will be a key component. This project will be conducted through the local school but will be available to all Yukon students and those beyond the Yukon's borders. Besides placing the Ross River in context, it will also promote the importance of this unique find and the need for the preservation and conservation of the resource.

- The development of posters and publications based on messaging on the importance of the find to Ross River and all Yukoners and visitors to the community and the need to respect the resource and to ensure the long-term preservation of the resource.
- Use of the kiosk interpretation panels to provide information to visitors in regards to what to do if a fossil is found by an individual.
- Use of the kiosk interpretation panels to make the public and scientists aware of the need to obtain a Scientist and Explorers License for the Yukon Government and the steps needed to be followed prior to the formal study of the resource.

EXHIBITS/DISPLAYS:

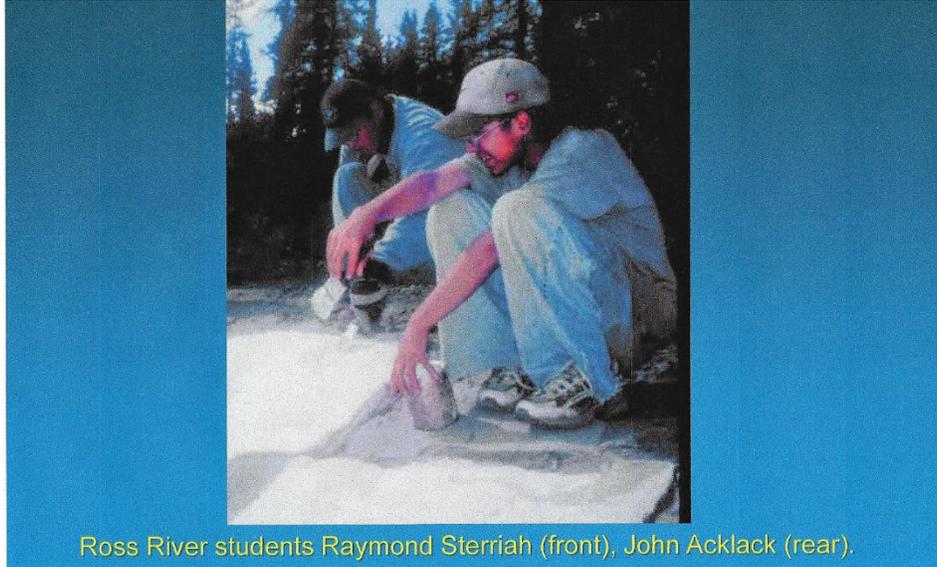
- As displays for the school and the future Interpretation Centre/Museum are developed along with the future Field Camp at the site, replicas will be used to ensure the preservation and conservation of the actual specimens.
- Any actual historic objects will be preserved with recommendations from the Canadian Conservation Institute (CCI) and the Yukon's Museums Conservator. Properly designed display and storage units will be constructed.

INTERPRETATION GUIDES AND TOURS:

- As the future Phases are developed and implemented this would include an interpretation guided (including conservation messaging) site visits to the historic resource by trained guides and site guardians. Besides providing employment opportunities this will also provide further security for the *in situ* resource.

ROSS RIVER DINOSAUR GUARDIAN PROGRAM:

- Enter into a funding agreement (as per the Historic Resources Act) with the Yukon Department of Tourism and Culture to hire a year-round Project Manager and summer students to develop the interpretation (based on the storyline) around the dinosaur trackways, and to act as Guardians of the historic resource.
- The Guardians would provide for the monitoring of the site, and report any unauthorized actions on the site and help the Department of Tourism and Culture to ensure the protection and conservation of the site.
- The Guardians will play a key role in hosting visitors and guided tours to the site and assist with the development of interpretative trails. They would help visiting scientist working on this resource along with the inventory of future finds.
- During the 1999 work on the site conducted by Kevin May two local students Raymond Sterriah and John Acklack played an important role in assisting the scientists.



- An example of this model has already been established by Parks Canada and the Franklin Interim Advisory Committee which has developed the Inuit Guardians Program for the protection and interpretation of the two Franklin vessels the HMS Erebus and the HMS Terror.
- Undertake a major multi-year research program to determine the extent of the track sites, plant fossils and other potential other related sites. Besides enhancing and gaining a better understanding of the resource, it will help to inform the decision-making process as to the size and scope of the development of the needed infrastructure to preserve, conserve and interpret the site for Yukoners and visitors to Yukon.

APPENDIX C NAMING THE DINOSAUR:

The *Nanuqsaurus hoglundi* dinosaur has been given a working name of “Nanook” from the Anglicization of the Inupiat word *Nanuq* (polar bear). This is only the working name and not the real name for the keystone exhibit for the Dinosaur Tracks project.

Names are important as Jim Croce sang in his 1973 song “*You don’t Mess around with Jim*” - “42nd street got big Jim Walker, he’s a pool shootin’ son of a gun...” Many communities have named those iconic images which have helped to brand them and made them famous.

- 1.) The Eastend, Saskatchewan T-Rex Discovery Centre has called its T-Rex “**Scotty**”. She (indeed she is a she) has been named Saskatchewan’s official fossil.



- 2.) Morden, Manitoba and its Canadian Fossil Discovery Centre has called its *Mosasaurus* “**Bruce**”. A little fact about Bruce he is 50 feet long. Did you know that Bruce has the Guinness World Record for being the largest *Mosasaurus* in the world?



- 3.) The Field Museum in Chicago, Illinois has called its T-Rex the largest in the world “**Sue**”. She was discovered in August 1990, by paleontologist Sue Hendrickson and was named after her discoverer.



- 4.) At the Royal Tyrrell Museum in Drumheller, Alberta they have named their T-Rex “**Black Beauty**”. Did you know that this amazing fossil was discovered in Alberta’s Crowsnest Pass and is named after its dark magnesium rich bones?



- 5.) Welcoming visitors to Kenora, Ontario is “**Husky the Muskie**”. In 1967 as part of the Canadian Centennial Celebrations Kenora erected this 12-metre tall muskellunge fish. A call was put out and after thousands of suggestions Husky was chosen for the name.



- 6.) Meanwhile “**Jasper the Bear**” welcomes visitors to Jasper, Alberta. In 1962 Jasper was adopted as the official mascot of the Jasper National Park.



- 7.) Wawa, Ontario has “**Wawa the Goose**”. Wawa is Ojibway for wild goose. Did you know that Wawa the Goose has a children book written about her which have gone out around the world?



**|SO WHAT ARE WE GOING TO CALL ROSS RIVER'S
NANUQSAURUS HOGLANDI?**



DINOSAUR'S

NAME:

WHY WOULD YOU NAME IT THAT?