

Inventory to the
DAWSON CITY FESTIVAL FOUNDATION FONDS
held at the Yukon Archives
Accession #94/90R



October 1994
Reprinted 2003

Yukon
Tourism and Culture
Yukon Archives

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Cover photograph: Participants in Festival parade, 1962. *Whitehorse Star* Photograph Collection, Accession #82/527. Photograph CS 96, #9

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Note on Inventory Format

The inventory has been created according to the Rules for *Archival Description*. Square brackets [] in the file indicate that the title or description has been supplied by the archivist.

FONDS DESCRIPTION

DAWSON CITY FESTIVAL FOUNDATION FONDS. — 1901, 1950, predominant 1960-1965

Physical Description:

.33 m of textual records. — 2 maps. — 2 architectural drawings.

Administrative History:

Dates of Founding/Dissolution: At the request of the Minister of Northern Affairs, the founder of the Stratford Shakespearean Festival, Tom Patterson, went to Dawson in 1959 to survey the possibility of holding a festival there. As a result of Mr. Patterson's enthusiastic report and proposals to the Minister, the Federal Government agreed to assist the project by bringing one of the old river boats back to Dawson as an historic landmark and tourist attraction, and by renovating the old Auditorium Theatre for use as the location of Festival productions. The Canadian Theatre Exchange Ltd., under President Tom Patterson, was called to act as planning consultants for the Festival. The Gold Rush Festival Committee was formed to handle local organization of the Festival. An election of officers was held in June 1960, and this executive incorporated the committee as the Dawson City Festival Foundation. Mandate: The purposes and objectives of the Foundation were to promote interest in and development of the traditions, culture and welfare of Northern Canada; to advance knowledge and appreciation of and to stimulate interest in the traditions and history of the Gold Rush of 1898; to provide facilities for the exhibition of these traditions; to educate Canadians in this part of their history; and to conduct an annual Dawson City Festival. Administrative Structure: The Foundation was managed by a board of 25 elected directors, from Yukon and across Canada, acting through four elected executive members and a General Manager. The General Manager was responsible for the day-to-day operations of planning the festival. The foundation was also open to membership, with categories based on scale of donation. Names of Chief Officers: The first board of directors members were William R. McPhail, President; John F. Sealey, Vice-president; Lorna F. Walmsley, Secretary; Lena M. Gray, Treasurer. The General Manager was Alan Innes-Taylor. Other Information: The first Dawson City Festival was held in the summer of 1962 and lasted approximately six weeks. It was hoped that the Festival would be an annual event, culminating in the annual Discovery Day celebrations. There is no record of any other Festival occurring, and the Foundation's assets were liquidated in 1965.

Custodial History:

When the Dawson City Festival Foundation folded, the records were transferred to the Yukon Government (official custodian of the records of defunct organizations). The material was transferred to the Yukon Archives ca. 1974.

Scope and Content:

The fonds consists of the records of the creation and first three years of activity of the Dawson City Festival Foundation, including the 1962 Dawson City Festival. The fonds has been divided into these series: Agreements and Certificates; Buildings and Properties; Correspondence; Evaluation; Minutes; Personnel; Public Relations; and Finance.

Source of Supplied Title Note:

Title based on provenance of the fonds.

Arrangement:

The records were received in no discernible order and so an order based on the form of the records was imposed by the archivist.

Restrictions:

There are no donor-imposed restrictions on this material. General copyright or institutional or legal restrictions may apply.

Finding Aid:

See Inventory to the Dawson City Festival Foundation Fonds, October 1994.

Accruals:

No further accruals expected.

General Note:

This project has been made possible by financial assistance from the federal government through the National Archives of Canada, the Canadian Council of Archives and the Yukon Archives.

Accession Number(s):

94/90R

LOCATION:

SEE SERIES DESCRIPTIONS

SERIES DESCRIPTIONS

SERIES I: AGREEMENTS AND CERTIFICATES. — 1950-1962

Part of:

Dawson City Festival Foundation fonds.

Physical Description:

6 folders of textual records. — 2 maps.

Administrative History:

The Dawson City Festival Foundation entered into agreements with governments, performers, contractors, land owners, and other businesspeople in preparation for the Festival.

Scope and Content:

The series consists of legal agreements and other contracts signed by the Festival Foundation. There are other agreements and certificates in the Buildings and Properties series and the Correspondence series. There are maps of town plans for Klondike City and Dawson City, one of 1901, and one of 1950, both copied ca. 1961.

Source of Supplied Title Note:

Title based on the contents of the series.

Restrictions:

There are no donor-imposed restrictions on this material. General copyright or institutional or legal restrictions may apply.

Finding Aid:

File list available.

File list follows:

<u>Location</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
COR 979	1	[Agreements]	1962
COR 979	2	Agreements [and Correspondence]	1962
COR 979	3	Canadian Theatre Exchange	1962
COR 979	4	[Certificate of Membership]	[c.1962]
COR 979	5	Certificates and Documents Re: Incorporation	1960-1961
COR 979	6	File 1-23-1-14 Dawson City Festival 1962 [File includes two maps - see entries that follow for description.]	1901, 1950 (Copied 1961)
H-1935		Plan of Dawson City and Klondike Townsites	1950 (Copied 1961)
H-2682		West Dawson [Plan of Lot 9, Group 2, Dawson, Y.T.]	1950 (Copied 196?)

SERIES II: BUILDINGS AND PROPERTIES. — 1960-1963

Part of:

Dawson City Festival Foundation fonds.

Physical Description:

2 architectural drawings. — 13 folders of textual records.

Administrative History:

The organizers of the 1962 Dawson City Festival were responsible for upgrading the town to give it a festive and welcoming character. In preparation for a large influx of tourists, buildings were renovated, streets cleaned, tent cities constructed and tourist attractions erected. On occasion, citizens offered to upgrade buildings and maintain them during the Festival.

Scope and Content:

The series consists of records created through the organization of the facilities for the 1962 Festival. Building histories were collected for renovations. Included are correspondence, agreements, price lists, plans and building histories.

Source of Supplied Title Note:

Title based on the contents of the series.

Restrictions:

There are no donor-imposed restrictions on this material. General copyright or institutional or legal restrictions may apply.

File list follows:

<u>Location</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
COR 979	7	Bennett and White Contractors [File includes two architectural drawings- see descriptions that follow for identification.]	1962
H-1936		Dawson City Theatre [Architectural drawings of renovations to Mechanical Equipment Room, Dawson City Theatre.]	1961
H-2683		Palace Grand Theatre, Dawson [Architectural drawings of relocation of fuel lines in the Palace Grand Theatre.]	1962
COR 979	8	Dawson City Guide and Legend	[1960-ca. 1961]
COR 979	9	Dawson City Mayor's Office	1961-1962
COR 979	10	[Forestry Camps and Auto Courts]	1961-1962
COR 979	11	Indoctrination Course for Guides [Bank Histories]	[ca. 1962]
COR 979	12	Information Centre	1961-1962
COR 979	13	Klondike City [Properties]	1961
COR 979	14	Klondike Tent Cities Ltd.	1961-1962

<u>Location</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
COR 979	15	Lease, Robert Service Cabin	1962
COR 979	16	Leasing Palace Grand	1962-1963
COR 979	17	Property	1960-1961
COR 979	18	Restoration and Operation [Robert Service Cabin]	1962
COR 979	19	Robert Service Cabin	1962

SERIES III: CORRESPONDENCE. — 1960-1963

Part of:

Dawson City Festival Foundation fonds.

Physical Description:

.19 m of textual records.

Administrative History:

The General Manager and executive of the Foundation corresponded with governments, companies, interest groups, associations and individuals while organizing the Festival, as well as during its summer run and after its closure in August 1962.

Scope and Content:

The series consists of correspondence created by the Foundation. Other correspondence is also found in other series.

Source of Supplied Title Note:

Title based on the contents of the series.

Restrictions:

There are no donor-imposed restrictions on this material. General copyright or institutional or legal restrictions may apply.

Finding Aid:

File list available.

File list follows.

<u>Location</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
COR 979	20	Alan Innes-Taylor [Correspondence, notes]	1961-1962
COR 979	21	Berton, Pierre- Toronto Star and CBC-TV	1961-1962
COR 979	22	Boy Scouts	1962
COR 979	23	Canadian Government Travel Bureau	1961-1962
COR 979	24	Canadian Imperial Bank of Commerce	1962
COR 979	25	Canadian National Railways	1961-1962
COR 979	26	Canadian National Telephone and Telegraph	1962
COR 979	27	Canoe Trips	1962
COR 979	28	City of Dawson	1962
COR 979	29	[Correspondence and Financial Correspondence]	1961
COR 979	30	Correspondence from Dept. of Northern Affairs	1963
COR 979	31	Dept. of Northern Affairs [Correspondence]	1962
COR 979	32	Dept. of Public Works	1962
COR 979	33	[Directors' Correspondence]	1962

<u>Location</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
COR 979	34	Festival 1963	1962
COR 979	35	Film Exhibition	1962
COR 980	1	Financial Campaign, Lists and Analysis	1962
COR 980	2	Foxy	[1962]
COR 980	3	General Correspondence	1962
COR 980	4	General Correspondence	1962-1962
COR 980	5	[General Correspondence]	1962
COR 980	6	General Inquires	1960-1961
COR 980	7	Glenbow Foundation, Calgary, Alberta	1961-1962
COR 980	8	Governor Genera's Message to the Festival	1962
COR 980	9	Hudson's Bay Company, Office of the Canadian Committee	1961-1962
COR 980	10	Income Tax	1960
COR 980	11	Industrial [Development]	1962
COR 980	12	Invitations to Festival	1962
COR 980	13	Klondike Visitor's Association	1962
COR 980	14	Land Assessment, Mining Recorder, Northern Affairs	1961-1962
COR 980	15	Letters to Dept. of Northern Affairs	1963
COR 980	16	Libraries	1961-1962
COR 980	17	Lotz, James- Planning [Northern Research Officer]	1962
COR 980	18	Minister of Northern Affairs and MP for Yukon	1960-1962
COR 980	19	National Film Board	1962
COR 980	20	National Museum, Dept. of Northern Affairs	1961-1962
COR 980	21	Northern Commercial Co.	1961-1962
COR 980	22	Northern Films	1961-1962
COR 980	23	Operations [Correspondence, Financial Statements]	1962
COR 980	24	Patterson, Tom [Canadian Theatre Exchange Ltd.]	1961-1962
COR 980	25	[President's Correspondence]	1962
COR 980	26	[President's Correspondence]	1961-1962
COR 980	27	President's Correspondence, Canadian Theatre Exchange Ltd.	1962
COR 980	28	Projects Dawson	1961-1962
COR 980	29	Territorial Council	1962
COR 980	30	Yukon Indiancraft Co-operative Association	1962

SERIES IV: EVALUATION. — 1962-1965*Part of:*

Dawson City Festival Foundation fonds.

Physical Description:

6 folders of textual records.

Administrative History:

After the 1962 Dawson City Festival evaluation forms were sent to local businesses and concessions, statistics were gathered and final reports were compiled. A lengthy evaluation was written by William A. Dempsey, a Community Planning Consultant to the Department of Northern Affairs and National Resources. Some of these reports focused on the feasibility of making the Festival an annual event drawing on the experience of the 1962 Festival.

Scope and Content:

The series consists of the records created in the evaluation of the 1962 Dawson City Festival, including sales statistics from local businesses, evaluation of festival programmes, and reports written by Foundation Directors at various stages of the Festival's organization. A report written by the Department of Northern Affairs and National Resources is also included.

Source of Supplied Title Note:

Title based on the contents of the series.

Restrictions:

There are no donor-imposed restrictions on this material. General copyright or institutional or legal restrictions may apply.

Finding Aid:

File list available.

Accession Number(s):

94/90R

File list follows.

<u>Location</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
COR 981	1	[1-23-1-14 Correspondence and Final Report]	1962-1965
COR 981	2	General Correspondence	1962-1963
COR 981	3	General Manager's Reports	1962
COR 981	4	General Statistics	1962
COR 981	5	[Post-Festival and Evaluation]	1962-1963
COR 981	6	[Preliminary Report on the Dawson City Festival]	1962

SERIES V: BOARD OF DIRECTORS MEETING MINUTES. — 1961-1962

Part of:

Dawson City Festival Foundation fonds.

Physical Description:

3 folders of textual records.

Administrative History:

Meetings of Directors were held frequently during the six months prior to the Festival.

Scope and Content:

The series consists of the minutes of meetings, 1961-1962.

Source of Supplied Title Note:

Title based on the contents of the series.

Restrictions:

There are no donor-imposed restrictions on this material. General copyright or institutional or legal restrictions may apply.

File list follows.

<u>Location</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
COR 981	7	Minutes	1961-1962
COR 981	8	Minutes January 1, 1962 to October 12, 1962	1961-1962
COR 981	9	Minutes of Meetings, Annual Meeting	1961-1962

SERIES VI: PERSONNEL. — 1960-1962*Part of:*

Dawson City Festival Foundation fonds.

Physical Description:

4 folders of textual records.

Scope and Content:

The series consists of membership lists, list of Directors, and notes regarding the employment of Festival staff.

Source of Supplied Title Note:

Title based on the contents of the series.

Restrictions:

There are no donor-imposed restrictions on this material. General copyright or institutional or legal restrictions may apply.

Accession Number(s):

94/90R

File list follows.

<u>Location</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
COR 981	10	Foundation Directors	[c.1962]
COR 981	11	Operations [Correspondence, Financial Statements]	1962
COR 981	12	Receipts Sustaining Membership	1960-1962
COR 981	13	Valpone Company	1962

SERIES VII: PUBLIC RELATIONS. — 1960-1962

Part of:

Dawson City Festival Foundation fonds.

Physical Description:

9 folders of textual records.

Administrative History:

Extensive publicity was undertaken to promote the new Festival. The Directors took advantage of Canadian embassies and government promotional tools, ads were circulated, a public relations officer was hired, and the Directors called for the support of all Dawsonites.

Scope and Content:

The series consists of correspondence, copies of ads and editorials, news releases, speeches, lists of guests, and marketing strategies.

Source of Supplied Title Note:

Title based on the contents of the series.

Restrictions:

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Finding Aid:

File list available.

Accession Number(s):

94/90R

File list follows.

<u>Location</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
COR 981	13	Brewers and Distillers	1962
COR 981	14	Canadian Government Travel Bureau, San Francisco	1961-1962
COR 981	15	Dedication Ceremonies	1962
COR 981	16	Letters to Editors	1962
COR 981	17	<i>News Miner</i> - Sheldon	1961-1962
COR 981	18	Public Relations	1962
COR 981	19	Publicity	1960-1962
COR 981	20	Sanhorn, Robin[Public Relations]	1961-1962
COR 981	21	[Speech, Correspondence to Dawsonites]	1961

SERIES VIII: FINANCE. — 1961-1963*Part of:*

Dawson City Festival Foundation fonds.

Physical Description:

8 folders of textual records.

Administrative History:

The Festival was financed largely by federal grants and government-backed bank loans. The Foundation sought donations from provinces and was successful in securing a variety of donations from corporations and interested individuals.

Scope and Content:

The series consists of correspondence, pledges, accounting procedures, and financial statements.

Source of Supplied Title Note:

Title based on the contents of the series.

Restrictions:

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File list follows.

<u>Location</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
COR 981	22	Bank of Montreal	1962
COR 981	23	Budget	1962
COR 981	24	Festival Foundation Accounts	1961
COR 981	25	[Festival Procedures]	1962
COR 981	26	[Financial Correspondence, Transit Coupon]	1962
COR 981	27	Pledges	1962
COR 981	28	[Requests for Donations]	1962
COR 981	29	Trade Accounts	1962-1963

APPENDIX A OBJECTIVES OF THE FOUNDATION

“The Purpose and Objects of the Society are:

(a) to promote interest in and development of the traditions, culture, and welfare of Northern Canada

(b) to advance knowledge and appreciation of and to stimulate interest in the traditions and history of the Gold Rush of 1898

(c) to provide facilities for the exhibition of these traditions

(d) to educate Canadians in this part of their history

(e) for the purpose of the aforesaid, to acquire and construct such property as may be required

(f) to conduct an annual ‘Dawson City Festival’

(g) to collect monies by the way of donations or otherwise, to accept gifts, legacies, devices and bequests, and to hold, invest, expend or deal with the same in furtherance of the objects of the Foundation

(h) to do all such other things as are incidental or conducive to the attainment of the above objects”

(Source: Administration: Public Relations, COR 981 file 19, “Festival Foundation Facts”)

APPENDIX B BOARD OF DIRECTORS 1962

MCPHAIL, William R.	Dawson City
MOSTERT, Henry	Dawson City
FRY, Arthur T.	Dawson City
COOK, J. Fred	Dawson City
GARTSIDE, Mary	Dawson City
MILLAR, Leonard L.	Dawson City
SHAW, George O.	Dawson City
RETALLACK, Athol (Mrs.)	Dawson City
NORDLING, Daisy	Dawson City
MUNROE, Malcolm	Dawson City
DUBOIS, Henry	Dawson City
LANGEVIN, Joe	Dawson City
SEALEY, John F.	Bear Creek
TAYLOR, William D.	Bear Creek
HESTER, Brian	Bear Creek
TROBERG, Walter	Bear Creek
CLARK, Al	Whitehorse
FIRTH, Howard	Whitehorse
BOYLE, Harry	Whitehorse
MINTER, Roy	Vancouver
BERTON, Pierre	Toronto

(Source: Administration: Agreements and Certificates, COR 979 file 2)

SUBJECT HEADINGS

Dawson City, Festivals

Dawson City, Historic Buildings

Dawson City Festival Foundation

Innes-Taylor, Alan, 1900-1983

Tourist Trade