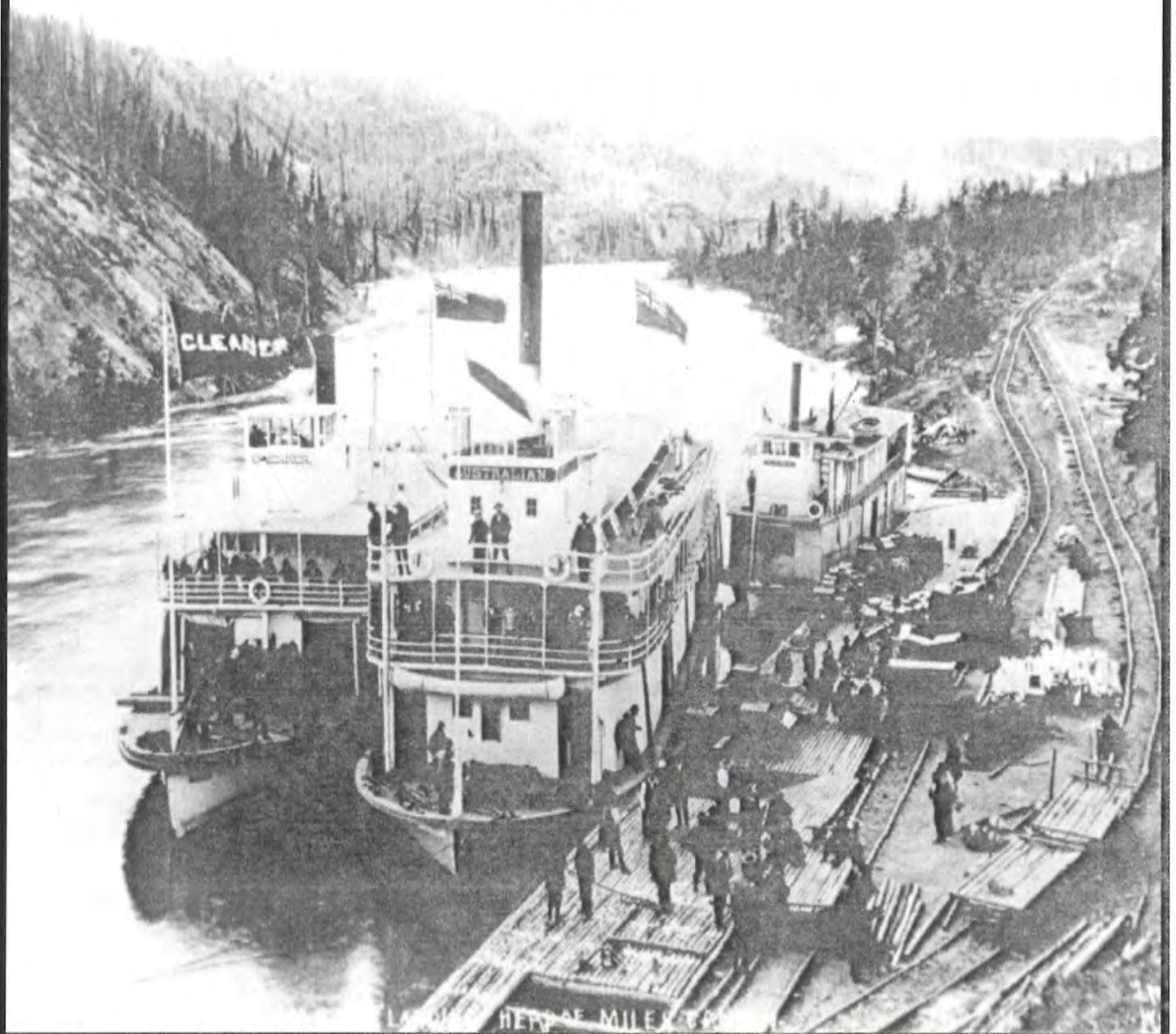


Canyon City Interpretation Plan

Prepared by
Midnight Arts
March 1995



Canyon City Interpretation Plan

prepared for

Heritage Branch
Government of Yukon

by

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Cover photo: Steamers *Gleaner*, *Australia* and *Nora* at Canyon City, ca. 1898.
Yukon Archives 2695/Hegg Coll.

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Introduction



Yukon Archives, MacBride Museum Coll., 3609

1.0 Introduction

What is Interpretation?

Interpretation is a special way of communicating information in a manner which reveals meanings and relationships to an audience rather than to simply communicate factual information. It helps people understand historical and natural heritage through first hand involvement with ideas, cultures, objects, artefacts, landscapes or sites.

What is an Interpretation Plan?

An interpretation plan takes a comprehensive approach to all aspects of interpretation. What are the themes and stories that best interpret Canyon City? What are the site resources? Who are the members of the audience — independent travellers, people on tours, Whitehorse residents, students, other Yukoners — and what are their needs and interests? What are the best ways to tell these stories? Interpretive approaches can address a broad range of alternatives from self-guided hikes with a brochure, to reconstruction of historic buildings, displays highlighting the site's colourful gold rush past, to costumed interpreters presenting vignettes of Canyon City history. Some stories might be told elsewhere to reach students and highway tourists. Which interpretive methods work best and which could be improved?

Background to Canyon City Interpretation Plan

Canyon City is located on the north bank of the Yukon River about two kilometers above the Miles Canyon bridge. It is located within the Chadburn Lake Park Reserve (Yukon government property within the City of Whitehorse). In the past, the city has indicated that it would like to see planning for the site included in a future master plan for the Chadburn Lake Park Reserve. The site is also under claim by the Kwanlin Dun First Nation. At present, the Kwanlin Dun First Nation has indicated that any First Nation stories of the area should come from Kwanlin Dun. We have respected their wishes and consequently, there is no mention of this important subject in the present plan. As more information becomes available, this can be incorporated into the Interpreter's Manual.

Recently, the prime use of the site has been recreational. The Canyon City area is popular with Whitehorse residents for hiking, biking, skiing and boating. Many tourists visiting Miles Canyon end up crossing the Robert Lowe Bridge and following the trail upriver to the Canyon City site. Since 1960, the *M.V. Schwatka* has toured visitors along this stretch of river. For several years the Yukon Conservation Society has led guided walks to the site. While YCS guides do mention the area's gold rush history, they focus on the natural features of the area. In 1994, the Yukon government's Heritage Branch conducted an archaeological dig at Canyon City in cooperation with Kwanlin Dun and MacBride Museum. This work attracted and about 900 people to the site during the six week project. Members of the dig also conducted informal interpretation, explaining the work being done and showing recently collected artefacts and albums of historical photographs of the site.

Present Yukon government plans for the area include: at least one more year of archaeological investigations, rebuilding two or more log structures, reconstructing a few tram-cars and a section of track, constructing a wharf, and hiring interpreters. This interpretation plan takes these givens into account.

As there is, as yet, no master plan for the site, we established our own parameters for this study in accordance with good interpretive planning practice at historic sites. While we made a sincere effort not to take on the master planning role, some discussion of physical planning was necessary.

1.1 Guiding Principles of the Canyon City Interpretation Plan

- The natural setting of Canyon City is a large part of its attractiveness and should be preserved and utilized in telling stories at the site.
- Canyon City is an archaeological site and that aspect should be preserved and utilized in interpretation.
- Present use of the site by the Yukon Conservation Society, and Kwanlin Dun's interest in the site, should be respected and, where possible, incorporated into the plan.
- There are other groups with an interest in this site who have a potential role as partners in this site.
- This should be a site for Yukoners as well as visitors to the Territory.
- Interpretation should be directed to a variety of ages.
- Off-site interpretation can be used to tell parts of the Canyon City stories

The Themes and Stories



Donna Hagen, Julia Joe and Greg Hare
during oral history project at Canyon City, 1995, *Heritage Branch*

2.0 Canyon City Interpretation Plan: The Themes & Stories

2.1 Introduction

Canyon City was a place on the way. First Nations people had been travelling through this site for untold generations, moving between Marsh Lake and Lake Laberge. The salmon were plentiful in this part of the river and there was a big eddy of quiet water here. It was a natural place for a fish camp. Just below were the raging waters of Miles Canyon and the two sets of rapids that made up White Horse Rapids. During the rush to the Klondike goldfields, Canyon City saw an intense burst of activity. Stampeders were forced to portage around the canyon that gave the tiny settlement its name. Its day in the sun lasted until the White Pass and Yukon Railway was completed to White Horse, skirting the rapids and eliminating the need for the tramway that was the settlement's *raison d'être*. The site returned to being a quiet place above the roaring waters of the canyon and rapids, used mostly as a recreation site by locals. First Nations people continued to travel through here on their seasonal round.

The two main themes selected for this site represent the quiet, natural environment and traditional use of the Canyon City area by First Nations people on the one hand, and the hustle and bustle of the gold rush settlement on the other. These themes, and the stories that comprise them, are noted in figure 1.

2.2 Key Concepts

- Canyon City is a place of natural beauty and serenity close to the city. Miles Canyon is a spectacular natural feature that draws visitors and locals alike. The rapids and canyon are a favourite recreation site attracting picnickers, skiers, hikers, bikers and boaters.
- At one time, the river above the canyon was a prime spawning site for chinook and chum salmon, a natural place to establish a fish camp.
- Miles Canyon and Whitehorse Rapids were natural navigation hazards in the Yukon River. For centuries, Yukon First Nations people used the trails around the canyon as part of their seasonal round.
- While not unnavigable, the canyon and rapids were very hazardous obstacles to inexperienced water travellers. For larger craft, such as sternwheelers, the head of the canyon marked the end of navigation on the upper river, just as the foot of the rapids marked the head of navigation on the lower river.
- These obstacles to river navigation provided the opportunity for developing tramlines and other services for travellers who had to stop at Canyon City.
- During the Klondike gold rush, Miles Canyon was a place where the North-West Mounted Police checked travellers and ushered them safely through or around the obstacles of the canyon and the rapids.
- The Whitehorse hydroelectric dam and the Marsh Lake dam changed the nature of the canyon, rapids and several small lakes nearby.

2.3 Theme: Place Above the Canyon

The volcanic and glacial features of the Miles Canyon area tell us much about the forces that formed the landscape in the Whitehorse area. The basalt cliffs of Miles Canyon were built up from several lava flows. The Yukon River valley was carved out by a glacier during the last ice age. The ridges on either side of the river were formed from glacial debris.

Salmon traveled upriver beyond the head of the canyon on their spawning run. There is evidence First Nations people had pre-contact fish camps at sites above and below Miles Canyon. The flat bench on the north bank just upriver from Miles Canyon was a natural campsite and a good place to begin the portage around the canyon and rapids. When Frederick Schwatka traveled the river in 1883, his party used an Aboriginal trail on the east bank of the river. Their "Takheesh" guide, who led the group to the portage site, navigated the river in a dug-out cottonwood canoe. Although First Nations people did use rafts and canoes, most preferred to travel on foot trails. There were no clear-cut boundaries defining areas of use and it is likely that Southern Tutchone, Tagish and Tlingit First Nations people all trod the portage trail around Miles Canyon.

After the gold rush, the abandoned tramways and early settlements quickly fell into disuse. This wilderness oasis near the city became popular for hiking, picnics, fishing, and berry-picking. Early tourists came to marvel at the legendary gold rush site. Site use increased with the construction of the Robert Lowe Bridge across Miles Canyon in 1922 and the Whitehorse power dam in 1958. The bridge provided access to the other side of the river and the dam tamed the rapids with the creation of Schwatka Lake, attracting boaters.

Place Above the Canyon: The Stories

2.3.1 Natural Setting

- The Canyon City area is an oasis of quiet parkland near the city.
- Canyon City is surrounded by glacial and volcanic features.
- The area once sat at the bottom of a great lake, whose sediments formed the silty soils of Canyon City.
- Miles Canyon was formed by lava flows.
- The river is a habitat for salmon, birds and aquatic mammals.
- Construction of a hydro dam in 1958 changed the level and flow of the river.

2.3.2 First Nations Culture

It has been agreed that these stories will be researched and presented by the Kwanlin Dun First Nation.

Canyon City Interpretation Plan

Thematic Outline

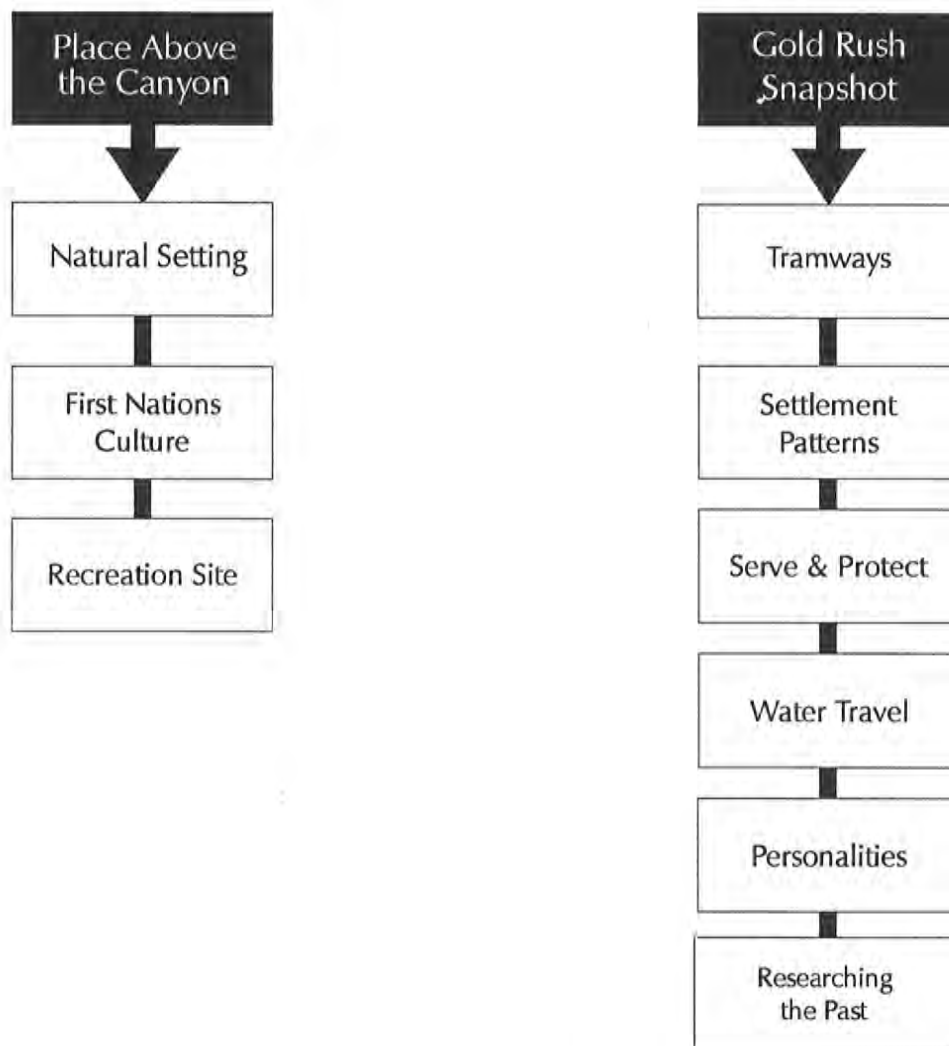


Figure 1

2.3.3 Recreation Site

- After the gold rush, the Miles Canyon and White Horse Rapids area became a popular destination for Whitehorse residents to fish, pick berries and picnic. Visitors toured the area drawn by its gold rush notoriety.
- Construction of the Robert Lowe footbridge in 1922 allowed easy access to the east side of the Yukon River.
- Since construction of the power dam in 1958, the rapids have been tamed and the area has become a popular site for boaters.
- Today the area remains popular for hiking, biking, fishing, boating, skiing and sightseeing.

2.4 Theme: Gold Rush Snapshot

For three short years, Canyon City was the scene of frantic activity. This site, at the head of the major navigational obstacle on the Yukon River, was a key point for the Klondike stamperders. Over 20,000 gold seekers crossed the the Chilkoot and White Passes on their journey to the Klondike goldfields. All of them had to funnel through this narrow point on their northward journey.

The tramline business boomed. Professional guides hired their services to pilot water craft through the dangerous canyon and rapids. The police established a post here to maintain order in the mayhem of the stampede for gold. A tent town mushroomed above the canyon and a roadhouse and saloon were built to provide rest and refreshment to the thousands of people pouring down the river. Then, just as suddenly, it was gone. The railway had skirted the rapids in 1900 and the town of Whitehorse became the end of steel and the head of navigation. The main outbreak of gold fever had subsided anyway and the flood of travellers was reduced to a trickle. The little gold rush settlement of Canyon City was abandoned.

Gold Rush Snapshot: The Stories

2.4.1 Miles Canyon Tramways

- Miles Canyon and White Horse Rapids were the major navigational obstacles on the Yukon River. Many First Nations people and early prospectors chose to portage around these hazards rather than risk their belongings and lives in the churning waters.
- Two businessmen, Norman Macaulay and John Hepburn, built tramways on either side of the river in 1898. For a fee, their horse-drawn tramcarts carried goods and small boats around the rapids over log rails.
- Macaulay's business thrived. A small settlement sprang up at each end of the tramway. He bought out his rival across the river and made plans to install narrow gauge engines.

- In 1900, the completion of the White Pass and Yukon Railway from Skagway to the new townsite of Whitehorse, bypassing the rapids, meant there was no further need for the tramways.

2.4.2 Settlement Patterns

- There is evidence that the area was used for seasonal fishing and this site may have been the site of a First Nations camp.
- This was the best landing spot to begin the portage around Miles Canyon and White Horse Rapids. The traditional portage trail, used by many early visitors, became a tramline in 1898.
- After construction of Macaulay's tramway, the settlements of Canyon City and the first White Horse grew up at either end of the tramline -- the two transfer points between vessels and the tramcars
- The builders of the White Pass and Yukon Railway created the modern townsite of Whitehorse at the railway's terminus. It also meant the death of Canyon City and White Horse as well as the communities of Lindeman and Bennett on the headwater lakes.

2.4.3 To Serve and Protect: The NWMP at Canyon City

- The North-West Mounted Police operated the Miles Canyon/White Horse Rapids detachment from 1897 to 1899 with post buildings at either end of Macaulay's tramway.
- Their duties included safeguarding the stampeders, checking freight for illegal liquor shipments and enforcing Canadian law.
- In June 1898, Superintendent Sam Steele gave his famous order that only experienced pilots registered with the police could steer boats through the canyon.
- The White Horse Rapids detachment was the scene of a murder in August 1898.

2.4.4 Water Travel

- Gold seekers traveled the Yukon River in a variety of craft including rafts, canoes, scows and steam-powered vessels.
- Although some carried their own canoes over the passes, many of these vessels were constructed from local trees around the headwater lakes depleting the timber stock. Wood-cutting for sternwheeler fuel depleted much of the Yukon River valley.
- The trips of these craft through the rapids were the stuff of legend. There were tragic deaths, but there were also brave men who made their living and reputation as pilots on the turbulent waters.

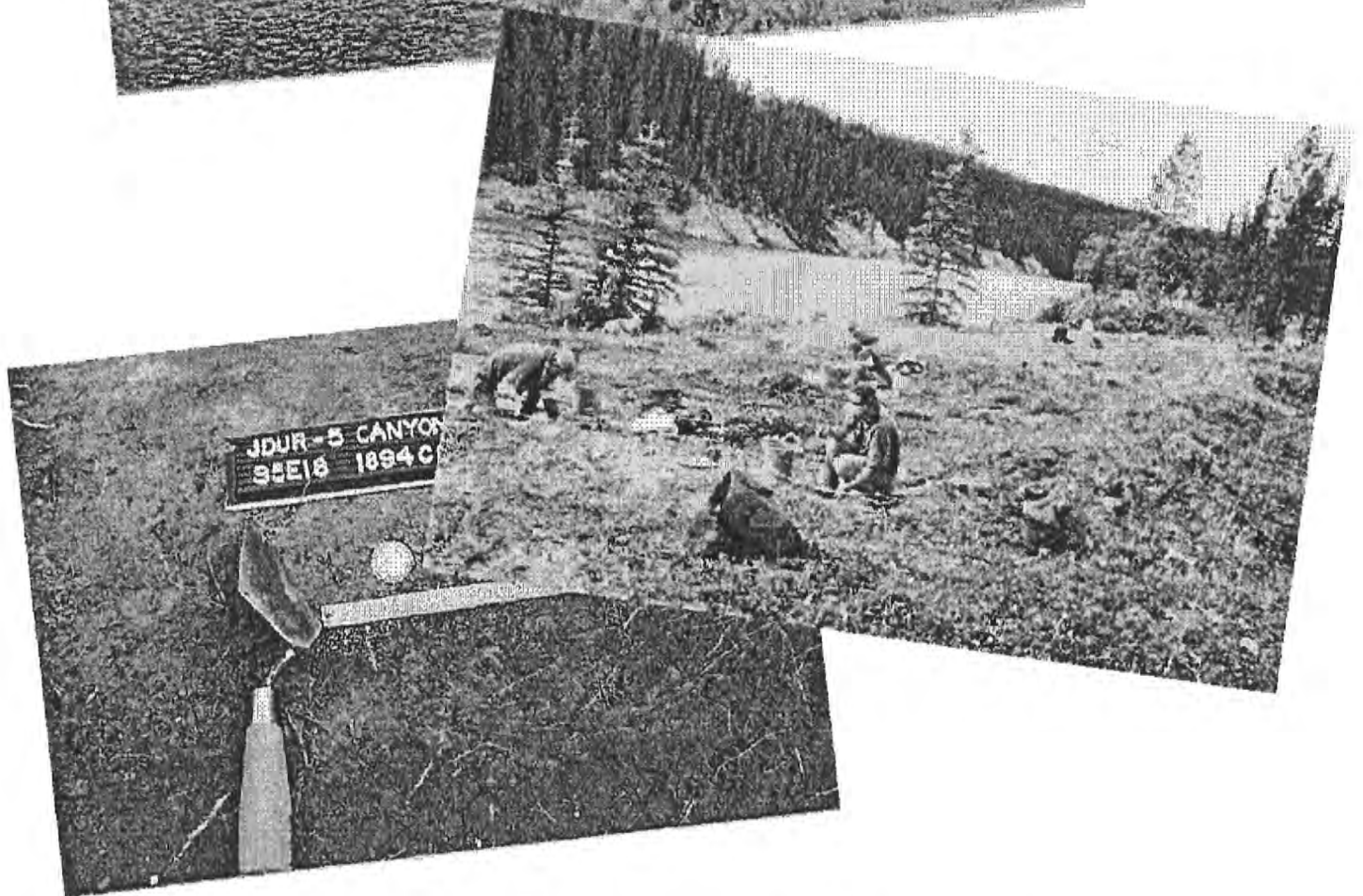
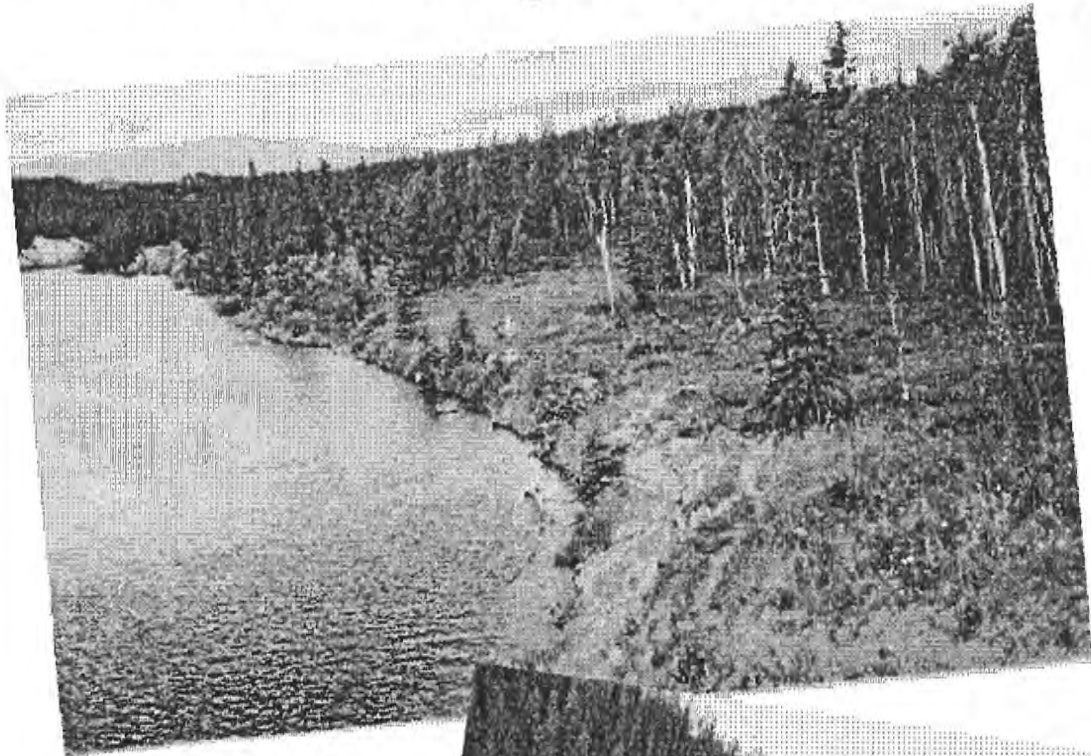
2.4.5 Personalities

- For a brief time period, Canyon City was a vital, bustling mass of adventurous people.
- The short and colourful history of Canyon City owes much to the people who lived and worked there as well as those who passed through en route to the Klondike goldfields and left us accounts of their adventures.
- While this story focuses solely on the gold rush period, other people were associated with the site in later years, as well as the many anonymous First Nations people who hunted and fished in the area centuries before the first prospectors came into the country.

2.4.6 Story Title: Researching the Past

- The study of Canyon City gives us a glimpse of prehistoric land use and life at a key spot on the route to the Klondike goldfields.
- We learn more about the site and what happened there by piecing together information from government records, travellers' recollections and oral history.
- Archaeology and the process of reconstructing historic and prehistoric environments is a means of learning about our past.

The Interpretive Resources



Canyon City Archaeology project, 1994 *Heritage Branch, Government of Yukon*

3.0 The Interpretive Resources

3.1 The Setting

The site of Canyon City is on the north bank of the Yukon River where it bends to run east/west briefly before turning again to run north through Miles Canyon. It is a relatively level bench backed by a steep slope that runs up to Grey Mountain, originally called Canyon Mountain by early prospectors and *Thè mbäy* in Southern Tutchone, meaning "white on it, like sheep." Today it is fairly open, scattered with poplar, aspen, spruce and pine. The river near the site widens to form a large eddy, providing relatively calm water. The surrounding landscape is an interesting blend of features formed by glaciers, lava flows and the river itself. The Yukon River valley was gouged by a glacier and the moraine forms humpback hills and ridges throughout the valley. When the glacier melted, it left silty soils hundreds of feet deep on the bottom of a giant lake. The walls of the canyon are composed of basalt, formed from a lava flow of nearby origin.

The river increases its velocity below the site as it sweeps into Miles Canyon. Although higher water levels have reduced the turbulence of the waters through the canyon, they are still treacherous and a danger to unwary swimmers and boaters. Where the infamous White Horse Rapids once raged, the river now empties into the quiet of Schwatka Lake, the reservoir for the Whitehorse hydroelectric dam built in 1958. The frothing spill of the Whitehorse dam is the only reminder of the force the rapids once held. The river quickly slows again as it broadens out over a series of gravel bars and small islands before it enters Whitehorse. This was where the waters were calm enough to reload one's boat from the tramway and carry on with the river journey. The basalt canyon and river down to Whitehorse are an integral part of the Canyon City site since the settlement, and indeed the City of Whitehorse, owes its existence to the river, rapids and canyon.

While the flora and fauna around the site are typical of the semi-arid climate of the Southern Yukon, they provide a natural setting close to the city where locals and visitors can escape for walks and other recreational pursuits. Bear, beaver, moose and coyotes are among the larger mammals in the area. Swallows and eagles frequent the river and canyon environment. The small size of the trees on the site reflect the fact that it was completely stripped of trees during its history. In fact, the river valley around Whitehorse and the entire Yukon River valley was once completely denuded of timber to feed the stoves of the town and the boilers of the sternwheelers that plied the river.

3.2 Historic Resources

At one time, Canyon City was a bustling little settlement featuring a roadhouse/saloon, tramway and office, police detachment and sternwheeler landing. There were also a number of smaller buildings and many tents, possibly dozens of them (Greg Hare, 1995). There are no structures still standing at Canyon City but it does have a number of historic features. The building remains are berms and impressions left from the log buildings and

tents that stood on the site. A hay meadow has grown up from seed imported with gold rush horse feed. There are remains of stables that once supported the horses used on the tramline. A complex of pens with semi-subterranean dens has also been located though its purpose is unclear as yet.

According to the site archaeologist, there is to date very little in the way of artefacts suitable for display. The main interpretable resources are the site map, the building and tent outlines, the tramway roadbeds and middens. The artefacts provide important clues as to the lifestyle of people who stopped or lived here.

3.2.1 Archaeology

The process of archaeology, as distinguished from the artefacts it uncovers, has proven to be a major attraction at the site. There is, in the estimation of the site archaeologist, potentially eight to ten years of work remaining on the historic structures alone. At least one more field season is scheduled (Greg Hare, 1995). Thus far, the archaeological resources consist of building features, including tent frames, post contact artefacts and a scatter of precontact lithics. The stone artefacts indicate that there was some tool making going on at the site by precontact First Nations people but, because of the ground disturbance, it is difficult to date. Oral history evidence indicates that there was a fish camp near this site and that First Nations people camped here regularly. There has been no firm evidence found to support this but only a small portion of the site has been investigated.

3.2.2 Other Historic features

The tramway roadbed is still quite clear and distinguishable at the site. On some sections of the line, one can see the impressions of tie intervals. It is now used for skiing and as a walking trail. This is appropriate since the First Nation's elders tell us that this was the original portage trail around the rapids and part of the trail between Marsh Lake and Lake Laberge. There are also telegraph wire remnants.

Across the river from Canyon City are the remains of the Hepburn tramline. Since this area is not used as extensively as Canyon City, many intact sections of rail and ties remain (up until three years ago anyway).

The suspension bridge across Miles Canyon dates from 1922 although it has been repaired a number of times over the years. While outside of the Canyon City site, can be considered an historic resource of some interest since it is on a access route to Canyon City.

3.3 Research

Below is a brief summary of past and ongoing research activity, and a few suggestions for future research work.

3.3.1 Archaeology

The archaeology project of 1994 was a joint venture with YTG, MacBride Museum and the Kwanlin Dun First Nation. The Canada Manpower Challenge Program provided core funding for the field crew. The archaeology crew gave informal tours of the dig to visitors. The service was offered in English and French. The tour included an introduction to the project, archaeological techniques, historic photographs and a discussion of the artefacts found to that point.

A second part of this project was the oral history conducted by First Nations students with Kwanlin Dun elders. Resource people were brought to the site and asked for their recollections of the site and the lifestyle of their earlier years.

There was no formal advertising of the site or its activities save for local media coverage and an article in *Archaeology* magazine. Directional signs were placed at three access points in the immediate area. Except for a note in the YCS walking guide, there was no printed material available on the site. People could find out about Canyon City from visitor information centres but it was not generally promoted.

The archaeology program is to continue into 1995.

3.3.2 Oral History

Some oral history interviews have been carried out at the site with a number of Kwanlin Dun First Nation elders in connection with the archaeology work. As part of the interpretation plan research, additional oral history interviews were carried out with three other Kwanlin Dun elders and lifelong Whitehorse resident Laurent Cyr. There are still a number of potential native and non-native informants who have not yet been contacted.

Recommendations

We recommend that oral history continue to be a component of the research program. Interviewing people on the site seems to be the most valuable means of stimulating memories.

It would also be worthwhile to review existing taped collections at Yukon Archives such as the Yukon River Aural History Project of 1978.

3.3.3 Archival Research

To date, a fair amount of archival research has been carried out. Most of this has focused on the tramways (particularly Norman Macaulay's operation), the police post and collection of historical photographs.

Recommendations

We recommend a thorough survey of the gold rush literature at Yukon Archives and other institutions. This would probably be the most documented period (1897-99). It would also be worthwhile to seek out information about pre-gold rush use (there are some memoirs from early miners and explorers), and activity at the site since completion of the railway, construction of the Robert Lowe Bridge and erection of the power dam in 1958. We suggest that photograph research be broadened to include the length of both tramways, the first settlement of White Horse, and the 1900 to 1955 period.

The production of a bibliography for the site would be useful for other researchers as well as a handy guide to determine if a particular source has been consulted. A chronology can also be a useful tool to learn who used the site at different periods and for helping oral history informants determine when a particular event happened.

3.3.4 Legal Research

Canyon City was surveyed as a townsite in the fall of 1899.

Recommendation

It would probably be revealing to examine early land transactions at the site by an archival search of early land records registers and a title search at the Yukon Land Titles Office.

Visitor Information



Klondike Souvenir by H.J. Goetzman, March 1901, Yukon Archives, Vancouver Public Library Coll.

4.0 Visitor Information

4.1 Introduction

The main body of data we have on site visits at Canyon City was gathered informally by archaeology staff working on the site in 1994. They estimate about 900 people visited the site during their six week field season during work hours. The only other information we have on actual visits came from the Yukon Conservation Society (YCS) who conducted about 150 people on guided walks to Canyon City in the 1994 season.

4.2 Current Visitor Profile

Presently, the site is visited mostly on a casual basis. The sole exception to this is the Yukon Conservation Society which conducts regular guided walks. During the 1994 season, this amounted to one to ten individuals, three times per week (Greg Hare, 1995). According to the YCS and the archaeology crew, the archaeological activity at the site proved to be a main attraction this past year. The archaeologists reported however, that $\frac{1}{3}$ to $\frac{1}{2}$ of all the visitors to the site had actually been out walking and discovered the site by happenstance or followed the sign from the Robert Lowe suspension bridge that points to Canyon City.

The archaeology crew also noted that many Yukoners were familiar with the Canyon City area and came to the site frequently to see how the dig was progressing.

They found the visitors who came to the site specifically to see the dig differed from the typical bus tour visitor in that they had invested time in getting there and were interested in a longer stay and more detailed information. There were 10-12 people from as far away as New York who included the site in their tour after reading about the dig in *Archaeology* magazine.

The demographics for site visitors to date also comes from the archaeologists' report. They reported a mix of locals, visitors, school children and language groups. Five tours were given in French, of which one was for a Spanish family and one Italian. YCS reports that their visitors were about $\frac{1}{2}$ Canadian and $\frac{1}{2}$ foreign, including Americans. They ranged from youngsters to middle aged people who were, on the average, younger than the average bus tour client (55+).

As access to the site is either down the steep bank from the Chadburn Lake Road or a 1.75 km hike along the river from the Miles Canyon bridge, the majority of visitors tended to be under 55 years old and used to walking. The archaeologists report notes that there was an absence of bus tours, probably due to the fact that the site is not well-known as an attraction as yet, but also because the access is difficult for older people and there are no facilities available. There were some RV visitors, mostly from the suspension bridge.

CANYON CITY CURRENT AUDIENCE PROFILE

Visitor Type	Characteristics	Interpretation Notes
Locals	<ul style="list-style-type: none"> • some use regularly for recreation • others are occasional users • no numbers • all ages 	<ul style="list-style-type: none"> • interested in natural environment • many were attracted to the site last year by archaeological project
Professional/ Amateur Archaeologists	<ul style="list-style-type: none"> • 10 -12 individuals • a mixture of Canadian and American 	<ul style="list-style-type: none"> • wish to participate rather than listen to program
Independents	<ul style="list-style-type: none"> • approx. 750 individuals • ranged in age but tended to be under 55 • mixture of American/ Canadian & foreign 	<ul style="list-style-type: none"> • interested in natural environment • many were attracted to the site last year by archaeological project
Guided	<ul style="list-style-type: none"> • approx. 150 individuals • ranged in age but tended to be under 55 • mixture of American/ Canadian & foreign 	<ul style="list-style-type: none"> • brought to site by YCS, interested in natural & cultural features

Figure 2

The *M.V. Schwatka*, which holds 40 passengers, conducts two regular tours daily and charters in this section of the river. With charters, the company estimates that they would take 150 passengers per day past the site during the boating season. The history of Canyon City is part of the talk given by the tour operator. Boat tours do not presently stop at Canyon City.

There is no way to determine who may have visited this site in past years though it is well-known as a picnic, hiking and skiing destination.

The oral history program of Kwanlin Dun and the MacBride Museum also brought First Nations elders, students and historians to the site.

There are no bus tours presently going to Canyon City.

One tour company and local Visitor Information Centres direct people to the site.

4.3 Potential Users

In an effort to identify the present and potential users of the Canyon City site, we contacted a number of tour companies in the Whitehorse area. They were asked whether they visited the site and, if so, the number and demographics of their customers, and what they might like to see in a future site development. Present users of the site, such as YCS and Kwanlin Dun, were also asked for their input.

It was difficult or impossible for tour operators to commit to promoting or including Canyon City in their tours until they had an idea of what would be available. The comments were mixed. They ranged from developing "as accurate a reconstruction as possible" to "Very little. Once the signs are vandalized, they will make the site look ugly." The results are summarized in Appendix 1.

Since this area is under land claims, Kwanlin Dun did not feel it could comment on any proposed use of the site until the ownership of the land is resolved.

There is a wide range of potential users. Who comes to the site will depend very much on how it is developed or not developed. Conversely, the level of development depends in part on who is selected as the target audience. Different potential users of the site seem to want different things.

The types of visitors generally could include:

independent travellers - sent by travel agencies, tour operators, boat rentals or other agencies such as museums or visitor information centres. They may be arriving by vehicle, trail or water. These people would be interested in historic sites and/or a nature walk.

bus tours - as part of one of their tour package or as a single attraction tour. This is the largest potential visitor pool. It includes people connected to the Skagway cruise ships, charter tours and independent travellers. While the group would tend to be in the 55+ age category, there are indications that the average age of the bus traveler is dropping. Interests are also changing in this group. The independent travellers tend to be looking for more adventure experiences such as riding, hiking and kayaking. Overnight visitors from the cruise ships and charter bus tours are also looking for more active recreation such as evening walks. This group would like to "see something", however, and would not likely take the walk to Canyon City merely for the sake of the walk. Indications are that they would want about a twenty minute experience similar to that of the *S.S. Klondike*.

walking tours - conducted by groups such as YCS. These would be under 55 years of age and interested in the natural and historic features of the area.

CANYON CITY POTENTIAL AUDIENCE PROFILE

Visitor Type	Characteristics	Interpretation Notes
Bus - Cruise Passengers	<ul style="list-style-type: none"> • 26,000 overnights • 1000 2-night stays • toward the +55 group but getting younger and want more activity 	<ul style="list-style-type: none"> • more looking for walking tours such as YHMA historic walk or S.S. <i>Schwatka</i> • majority would require evening tours • interest in shuttling passengers from hotels to site
Bus - Charters	<ul style="list-style-type: none"> • 15,000 independent travellers of which 5,000 stay over at least one night • tend to be under 55 • 40% European (large proportion of German speakers) • 60% Can/Am 	<ul style="list-style-type: none"> • want walking and adventure tours • Grey Line interested in promoting site through their info. packages • interest in shuttling passengers from hotels to site
Boat Tours	<ul style="list-style-type: none"> • over 150 per day • all ages • many from Cruise group • also independent travellers 	<ul style="list-style-type: none"> • Canyon City presently part of on-board talk • interested in cultural and natural history
School Groups	<ul style="list-style-type: none"> • looking for end of year outdoor field trips 	<ul style="list-style-type: none"> • interested in natural and cultural history

Figure 3

school and interest groups - as a special year-end field trip for schools and interest groups (all ages) or part of a regular curriculum (grades 3 and 9 briefly address local history as part of their social studies). These groups would be interested primarily in both cultural and natural history.

river tours - one tour company has indicated it would be very interested in visiting the site if there were docking facilities and "something to see". Indications are that these people would be interested in seeing a reconstructed historic site.

local visitors - presently seem to be interested in the archaeology and the natural setting. This has been a favourite place for picnics, walks and crocus hunting among locals for many years. Young residents might be more interested in a hands-on feature at the site. Skiers, hikers, and mountain bikers are among the local users of the site. As mentioned above, First Nations people have been visiting the site recently as part of an oral history research project.

4.4 Collecting Visitor Statistics

The visitor statistics for the Canyon City site are based on one short season of recorded activity. It is imperative that, in future, the interpreters keep good counts all summer long. As well, surveys should be conducted periodically to accurately track demographics, origin and interests of visitors.

To maintain accurate visitor counts the interpreters should carry hand-counters to tally informal visitors to the site. These should be recorded two hour periods (e.g. 9-11 am, 11 am-1 pm). To record the number of participants to programs, interpreters should keep clear records. These should record the topic of the program, time of program, and number of children and adults in attendance.

The figures collected should be tallied on a weekly and monthly basis and then broken into program topics, times of day and children vs. adults. This level of recording visitors should occur every summer. This will provide a more solid basis for future years of interpretive programming.

At selected times of the summer, a visitor survey should be conducted on a random basis. A questionnaire should be handed out asking for: demographics (age, sex), where the visitor is from, how did they hear about the site, what did they like and dislike about the site, did it meet their expectations, what would they like to see on the site, how would they feel about proposed changes.

See section 9.0 for more information about visitor surveys and Appendix 2 for a sample visitor survey form.

4.5 Potential Partnerships

Archaeology and guided tours on the Canyon City site have been conducted by the partnership of YTG, Kwanlin Dun and MacBride Museum. While Kwanlin Dun has expressed an interest in continuing with the elders oral history and archaeology program at the site, they were not willing to commit beyond that until land ownership is resolved (Pat Joe, 1995). As more is discovered about First Nations connection to the site, however, there is the potential for ongoing educational use of this information on and off of the site. The elder visit program and any future First Nations projects at the site would have to be considered in the context of other First Nations educational projects. There is the possibility that a First Nations educational and cultural centre will be developed elsewhere and Canyon City may serve as an extension of programs initiated there.

MacBride Museum is unclear about its role in the future of the site. The museum does have a mandate to orient people to Yukon history through its facility and artefact collection. As they do have artefacts, photographs and programs that relate to the history of Whitehorse, including Canyon City, they already have a role in the interpretation of the site. A complementary program would be advisable in this case where visitors to MacBride may wish to visit the site as an extension of the exhibits on river travel, the settlement of Whitehorse and geology. Similarly, visitors to Canyon City may wish to study these topics in more depth at the museum.

The Yukon Conservation Society presently conducts walks along Miles Canyon to Canyon City. They feel the site and trails are fine as they are but that the archaeology is a good draw. As they are already presenting much about the natural and cultural history of the canyon area in their programs, they too are already involved in interpreting the site.

The operation and interpretation of the fish ladder is also compatible with the interpretation of Canyon City. They have not been consulted about possible partnerships as yet.

The City of Whitehorse is proposing a planning study of the Chadburn Lake Park Reserve which contains the Canyon City site. Until this plan is completed and ownership and responsibility is resolved, it is uncertain whether or not they would be interested in a partnership for interpreting the site and area.

Parks Canada presently has an educational package on the Chilkoot Trail National Historic Park which they would like to expand to include the whole gold rush journey. They are also interested in partnerships with other attractions in town. This may be an opportunity to coordinate tour and school groups and to promote and interpret the Canyon City site through Parks Canada's educational package.

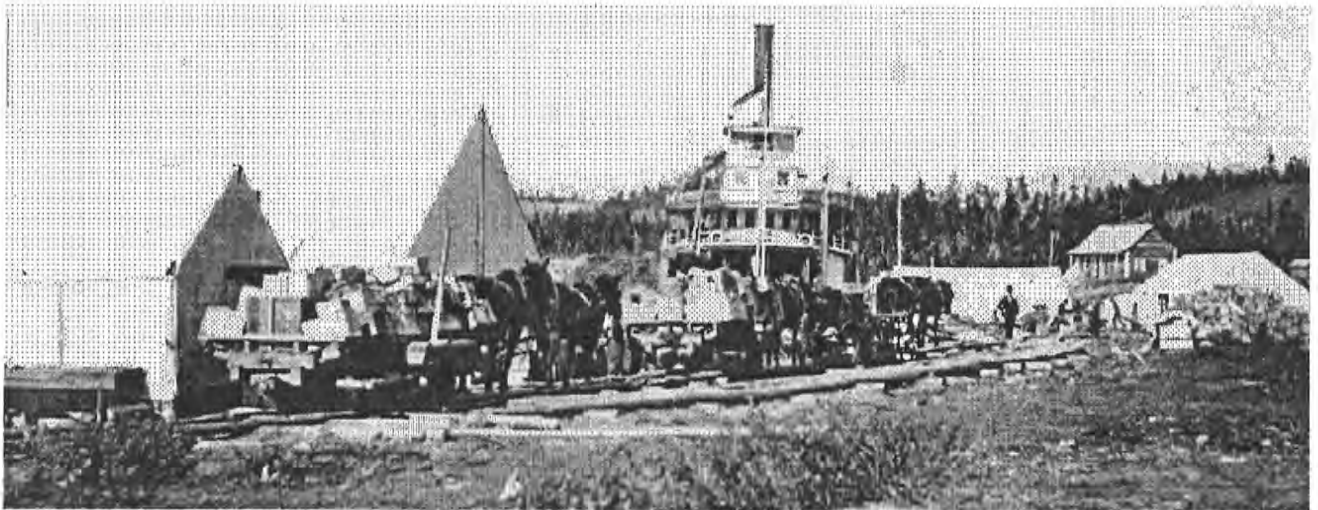
Commercial tour operators, such as Gray Line, are also interested in bringing visitors to the site. They could also be involved in promotion and interpretation. Gray Line in particular was interested in running small shuttle buses out to the site in the evening as part of its bus and cruise tour package.

In order to optimize efforts in this regard, it would be economical to meet with interested parties to determine where partnerships may be appropriate. A coordinated approach will be required to ensure that visitors are brought to the site efficiently. Coordinating tours through on-site staff would ensure optimal use of the site, avoiding situations of overcrowding and understaffing. If tours arrive in the evening, special staffing arrangements would have to be made for the site. In terms of interpretation, efforts should also be coordinated to ensure partners have suitable information on the site and that any promotional material they send out is appropriate to the interpretive objectives for Canyon City.

Recommendation:

It is recommended that the Heritage Branch meet with all potential partners, Department of Education representatives and other agencies delivering interpretative services in Whitehorse. The purpose would be to coordinate efforts, reduce the possibility of needless competition and ensure the best use of everyone's resources.

Interpreters



The Landing at Whitehorse, *Yukon Archives, MacBride Museum Coll.*

5.0 Interpreters

5.1 Role of Interpreters at Canyon City

The primary role of interpreters at Canyon City is to bring the site alive for visitors, to communicate the stories of the landscape and the people who used the site over the years. As the site is developed, the interpretative emphasis will change thereby changing the style and extent of presentations offered by the interpreters.

The interpreters are also responsible for providing information to non-residents regarding other visitor services in Whitehorse and the Yukon. To some degree the interpreters also have a role to play in site security and maintenance.

Interpreters, during the first year, may also be part of the archaeological team excavating the material remains of the site. This is a secondary function to the role outlined above.

5.2 Staffing Requirements

Three interpreters have been proposed initially for Canyon City to allow for having one on-site seven days a week, from morning until evening. One of the interpreters will be in a supervisory position. Their responsibilities should include management and development of programs, evaluating the other interpreters, on-site scheduling, collating the season report, and reporting to the site manager. When fully developed, site program needs and visitation levels may require an additional two interpretive staff.

All of the interpreters should have a good background in Yukon natural and cultural history, visitor services and presentation skills. It is preferable that all of the interpreters have experience in archaeological digs and training in first aid. The supervisor should be experienced in interpretation and supervision.

Canyon City interpreters should be fully knowledgeable about related visitor services in Whitehorse and what is available to them at those sites and when. General knowledge of other Yukon visitor services is also important. A binder containing brochures from museums, tour companies and other businesses that service visitors should be maintained on-site and updated each year. In later years, a brochure rack is an option depending on space available.

At the end of the season the interpreters should prepare a report for the site manager. This report would include: compilation of visitor statistics, listing of what programs were offered, description of what did and did not work, suggestions for changes to the interpretive programs and a summary of visitor comments.

5.3 Training Canyon City Interpreters

In order to maintain a professional level of interpretation at Canyon City, training should be provided to the interpreters at the outset of each season. Training should cover the fundamentals of interpretation and program development and delivery. In future, as the site is developed, training could include living history techniques.

At the present time there are limited interpretive training opportunities in the Yukon. The MacBride Museum offers interpretive training to its staff and is willing to include limited numbers of staff from other sites. In future years, Interpretation Canada trainers will offer a variety of interpretive workshops for frontline staff.

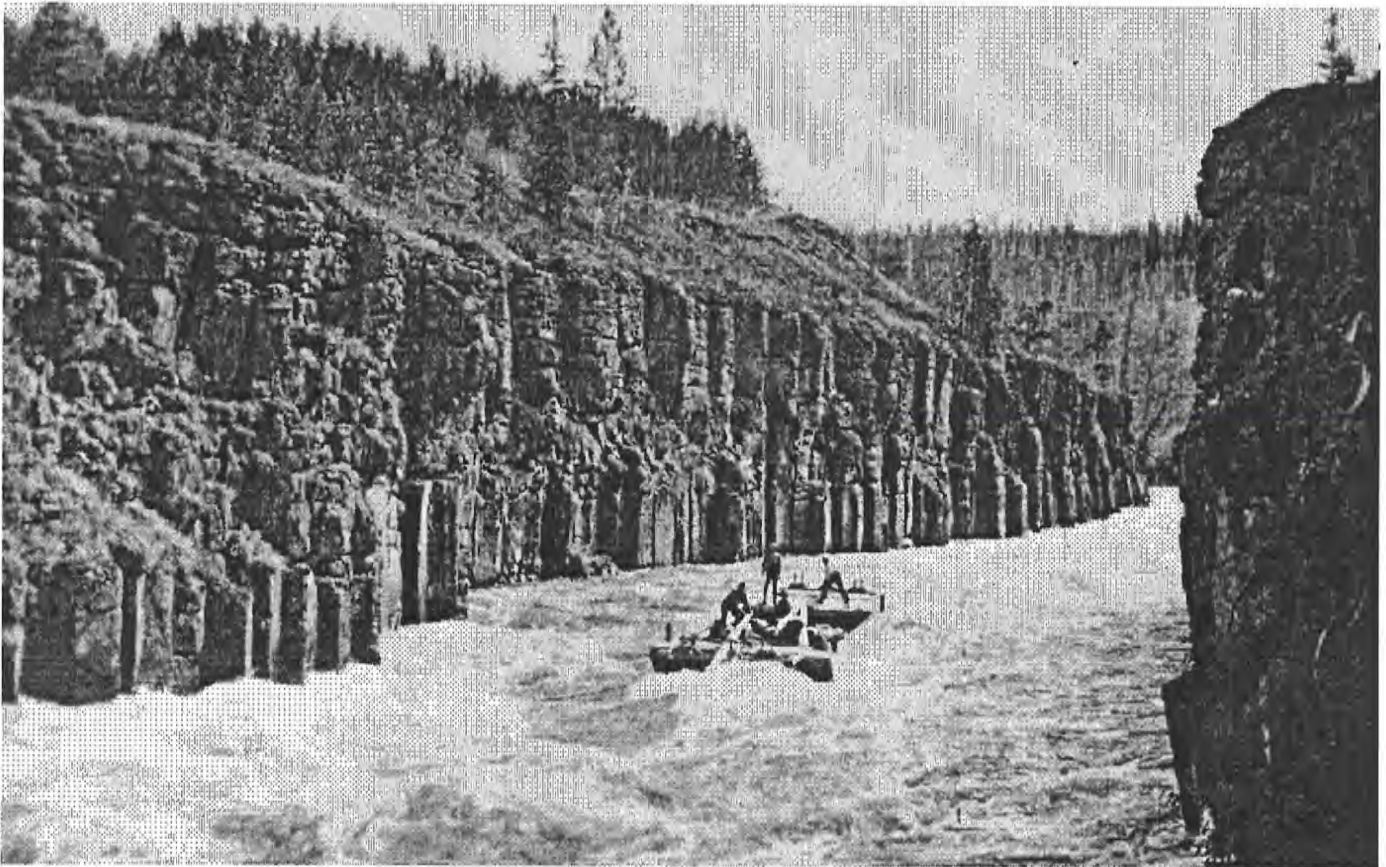
Training sessions should also be provided each season on the various resource areas (e.g. geology, archaeology). Depending on the knowledge and skill areas of the interpreters, different specialists could be asked to provide information. Heritage Branch staff should provide background to the site, heritage conservation and archaeology. Biologists, botanists, fisheries people and geologists could also be asked to make presentations to Canyon City interpreters as part of a site training session.

5.4 Interpreter's Manual

The Canyon City Interpreter's Manual is an important resource for the site interpreters. It is not a replacement for interpretive training or for other reference materials. The manual is a handy, one volume reference to the site and to interpretive programs and techniques. It will be particularly useful for interpreters at the outset of the season as they are learning about the site and as they develop their programs and other interpretive activities.

The manual can be updated as programs are refined and new ones implemented. The sections containing stories can be expanded or revised as new photographs, diaries and other resource items are found. Information provided by visitors can also be incorporated into the manual.

Considerations in Interpretive Facility Development



Shooting Miles Canyon with an empty scow at high water, 1899, Yukon Archives, Emile Forrest Coll.

6.0 Considerations in Interpretive Facility Development

Canyon City's location and physical make-up have certain limitations which affect the interpretation of the site. While some of these should be addressed more fully in a master planning study, we have brought them up here to indicate why certain approaches to interpretation may suit this site better than others.

6.1 Vandalism

Probably the greatest cost factor affecting interpretation on the site is vandalism. This area is well-known for its bush parties. Signage at the Miles Canyon bridge and Canyon City have been regularly destroyed by vandals. A development this close to the city, but still isolated, is an easy target for vandals. This means that any facilities built on site would either have to be protected by on-site security systems, virtually indestructible or easily replaced. The archaeological remains, unfortunately, are impossible to protect.

6.2 Physical Analysis

One of the best assets of Canyon City is the quiet, protected feeling of the site. It allows the visitor to relax, let their imagination go and visualize what it would have been like during the bustle of the gold rush days and to the quieter times when First Nations gathered to fish, collect berries and prepare their harvest for the long winters. Although this is a quality as much as a physical attribute, it is a feature which should be taken into consideration during the planning and development of this site. For example, viewpoints and sightlines should be considered when planning structures.

Located on a low bench at a bend, on the north side of the Yukon River, Canyon City is physically sheltered by the surrounding landforms. A steep bank climbs directly up from the river and along the east side of the site. To the north, the sensation of enclosure is continued as the land rises up a steep pitch (approximately 14 meters/44 feet) onto another bench and the Chadburn Lake Road. Although the slopes are gentler to the west, the heavy forest growth in this direction contributes to the sheltering effect.

The bedrock outcrops which form the canyon further downriver are not evident in the immediate area of Canyon City. The soil is comprised of a fine silt/sand topsoil with moraine gravels making up the sub-layers. This soil type is fragile in nature as it is subject to erosion when vegetation is removed and heavy traffic occurs. Revegetation is difficult due to the poor water retention capability of this soil type.

The historic site is located in an open, mixed forest. Poplar and aspen are the main tree species in the immediate area (primary first growth) with heavier coniferous growth (white spruce & lodgepole pine) on the surrounding edges. Plant material includes deciduous shrubs (such as wild rose, labrador tea, kinnikinnick), native grasses and wildflowers (including fireweed, lupines and crocus). It would be advisable to undertake a plant survey prior to any site development to ascertain whether or not there are any rare or endangered plants in the area.

6.3 Site Development & Resulting Infrastructure

The assessment and subsequent development of the management plan will determine what type of infrastructure will be required on the site. At this stage, the following opportunities and constraints are intended for consideration along with the site's future management plan directives. It should also be borne in mind that it may be more appropriate to interpret some of the Canyon City stories off-site, for example, at VRC's, museums or in pamphlets.

6.3.1 Site Access

Historically and prehistorically, access to this area was via the river or along Aboriginal trails. Most likely, the tramline was built on or close to one of these routes. Ideally, the visitors should approach the site via the same routes in order to introduce the site and provide an historic context.

Access from the Chadburn Lake road immediately down to the site is possible although a challenge. The slope between the road above and Canyon City is roughly 43%. Existing trails to the east are also a concern as they have pitches of +20%. Visitor demographics indicate that some mobility impairment should be taken into consideration in access design. The fragile soils, steep slopes and physical limitations of the average visitor will require stair or ramp construction and possibly retaining walls to deal with the impact as well as make the site accessible. The historic tramline approaches the site from the west along a gentler slope. It is possible to bring the visitors down to the site via this route or close to it. The trade-off with this is the added distance the visitor will have to walk.

Contextual distances

The following distances provide contextual references for the site:

- 5.6 km from the fish ladder via the gravel road to Chadburn Lake.
- 1.7 km from the parking lot for Chadburn Cross Country Ski Trails.
- 1.75 km from the Robert Lowe Bridge at Miles Canyon via the most direct trails.
- 0.6 km via the historic tramline route from an easily accessible point on the Chadburn Lake Road.

A number of factors have been evaluated and balanced against each other for the final decision on site access:

- how the story of the site will be told,
- what infrastructure will be built on site,
- the target audience and projected visitation,
- the anticipated abilities of the visitors,
- the amount of time visitors have or are willing to spend at the site,
- location of cultural resources,
- construction costs of various routes,
- and the fragile nature of the soils and slopes encountered.

Recommendation

The main access to Canyon City from the Chadburn Lake road should come from the west (downriver end) of the site along the gentler slopes and connect to the historic tramline before entering the site proper. This will provide context and allow for an introduction to the site through the interpretation program. It is also an easier route for the visitors to manage and will be less expensive to construct.

6.3.2 Trails

A number of trails lead to and from the site as well as through it. One of the immediate requirements is the modification of the trails within the site in order to relocate them off of the historic features. It is recommended that a formal trail system be developed within the site to prevent further impact on the fragile cultural and natural resources (see Appendix 6). The intent is not to keep everyone on the trail in a procession-like fashion. Visitors may leave the trail for a closer look, however, the heaviest traffic of people coming into the site and visiting the major features, would be concentrated. A formal trail system will take away from the existing natural feeling of the site, however, this can be offset with the use of natural materials.

The level of development of this trail system will depend on the projected visitation. Materials and resulting costs would vary correspondingly. Bark chip or gravel is recommended if the visitation level is low. With a high level of visitation, wooden boardwalk is recommended. Excavation of the ground would be minimized to avoid disturbance of cultural resources. Trail materials (such as gravel or bark chip) would be added as a cap.

Today, the major use of Canyon City has been recreational in nature. Locals and visitors enjoy hiking, bicycling and, in the winter, cross country skiing along the trails in the area. A key to enhancing the use of this site will be to tie it to other attractions in the area (such as Miles Canyon and the natural reserve of Chadburn Lake). As a matter of interest, sections of the tramway bed are evident in Riverdale, but cannot be followed right to Canyon City. Parts are washed out or submerged. It is recommended that low level directional signage (including mileage) be provided along the various trails and a map be developed in partnership with other stakeholders to enhance use of the area.

Connections

- to the fish ladder via the shores of Schwatka Lake
- Miles Canyon (and the bridge)
- Chadburn Lake

Recommendations

Develop a formal trail system through the site to mitigate further impact on the historic resources. Close and relocate the hiking/cross country ski trail which goes

through feature #90. Reroute other trails to get them off #11, and/or away from the edges of other features as well.

A selected trail intersecation could be developed as a rest stop with benches.

Work in partnership with other stakeholders in the area to install low level directional signage (including mileage) along the various trails to enhance access and use of the site.

Develop a recognizable logo for the site to use on directional signage.

6.3.3 Toilet Facilities

If Canyon City is to be developed to accommodate increased site visitation, one of the recommended accompanying facilities would be toilets. Currently, the closest toilet facility is at the fish ladder over 5.6 km away. Two specific site locations were reviewed as part of this study: i) on the lower bench and ii) adjacent to the parking lot. Both sites have their pros and cons.

i) lower bench

- + close access to users of the site who are spending time at the site
- + easier access for visitors using the hiking/cross country trails
- proximity to the water table
- possible or perceived leaching into the river (the City's drinking water)
- disturbance of cultural resources
- access for maintenance - particularly pumper truck

ii) parking lot area

- + easy access for maintenance
- + away from the water table
- + away from cultural resources
- visitors down at the site would have to climb up the hill to use
- higher use, easy access by others

At either site, potential vandalism will have to be taken into consideration in the design of the structure. Locating it near the parking lot will allow for drive-by inspections by authorities on regular patrols.

Various toilet systems were also reviewed including a pit or portable system, a pump out vault system and septic fields. A septic field is not considered feasible due to the high initial costs, large area required for the field, need for running water and the requirement to pump it out annually. The considerations in the final selection would include: carrying capacity (anticipated use volume), soils, and cost (both the initial and ongoing O&M).

pit toilet or portable systems

- + inexpensive construction
- have limited capacity and may not be able to handle the predicted numbers
- higher O&M implications - requirement for replacement or relocation

pump out systems

- + can be designed to meet the anticipated volumes
- + considered more environmentally friendly — waste is removed from site
- + reasonable O&M costs given alternatives

Note: the pump-out vault the system at Sheep Mountain with 40,000 visitors is pumped out once a year.

- higher initial cost
- odours can be a problem if liquids in the primary vault drop - can be addressed through a set maintenance program

Recommendations

Should the development of the Canyon City Management Plan concur that the installation of a toilet facility is required at this site, it is recommended that a pump out vault toilet system be installed on the upper bench adjacent to the parking area.

6.3.4 Parking Area

Immediately above the historic site, there is a narrow bench where an old cut line has been used as a parking area for the archaeological crew and visitors in the past years. There is sufficient space here for a small parking lot and associated infrastructure. The trees between this area and the road should be retained to act as a barrier to dust from the gravel road surface (see site plan, appendix 6). An alternate location would be the vicinity where the historic tramline comes close to the road, approximately 600 metres down the road towards Whitehorse. The land in this area is relatively level and suitable for a parking lot should a larger lot be required or the decision be made to bring the visitors down the gentle slope of the tramline to the site. Indications from bus tour companies are that they would not bring large buses onto the Chadburn Lake Road in its present condition. The parking lot would only need to accommodate small buses and motorhomes. Should large buses visit the site in future, it is suggested that this parking lot be used as a drop-off site and the vehicles use the cross-country ski trail parking lot.

6.3.5 Buildings

Two to three buildings are being considered for construction at this site, one of which is to represent the tramline office. Representations of the roadhouse/saloon and the NWMP post have also been proposed. There are a number of challenges presented with this which need to be addressed:

- the limited information available on the historic structures (particularly the interiors and, in some cases, the actual use of the structure),
- the possibility of having visitors believing that this structure is an original,
- how to accomplish reconstruction without developing an "artificial" setting,
- cost versus benefit.

Considerations in selecting a location for these structures include:

- location of cultural resources and impacts of development on them,
- security — vandalism is a recognized concern,
- utility (power & telephone) requirements if any.

Recommendations

Reconstructions should be built only if they can serve a functional purpose. Empty structures mimic a stereotypical ghost town theme park and require maintenance. Consider the use of volumetric expressions which reflect the historic infrastructure rather than attempting full reconstructions of structures.

Volumetric Expressions

A *volumetric expression* is the spatial definition of a historic resource that no longer exists. There are varying degrees of volumetric expressions (v.e.). A low level or spacial expression is a two-dimensional marking of the corners or outlines of a structure. The step up from that would be a partially solid structure. This would be the picnic shelter type of structure with a roof, but minimal walls and detailing. A solid structure, constructed with modern tools and materials while maintaining sympathy with the period atmosphere, would be the highest level. It is critical that the public is not misled into thinking such a structure is historic. The challenge to the designer is to give the spatial image of the historic structure and the built landscape without trying to produce a replica of the original.

low level (spacial definition)

- may be considered to identify various structures in order to provide visual context of what the site looked like (where buildings were in relationship to each other),
- identify locations to inform visitor what they are looking at,
- and possibly prevent trampling.

At Canyon City the low level v.e. would consist of marking of the corners of structures with milled logs just outside of the actual foundation lines (not impacting the resource) and low level identification signage. This is ideal for structures which are visible when the outlines are pointed out but not enough information is available to take the structure to a higher level.

medium level (skeletal structure)

- provide a sense of the volume of a structure,
- function as a shelter from the elements.
- gathering area

For basic functional needs, a medium level volumetric should be considered. A two-sided structure with a roof would provide shelter to the visitor in poor weather while allowing them to view the site. The solid walls would provide wall space for displays. A roof supported on four corner posts is another alternative.

It might be worthwhile to undertake the construction of this level first in order to see what problems vandalism may present at the site and the subsequent level of security required before undertaking larger scale development.

high level (enclosed space)

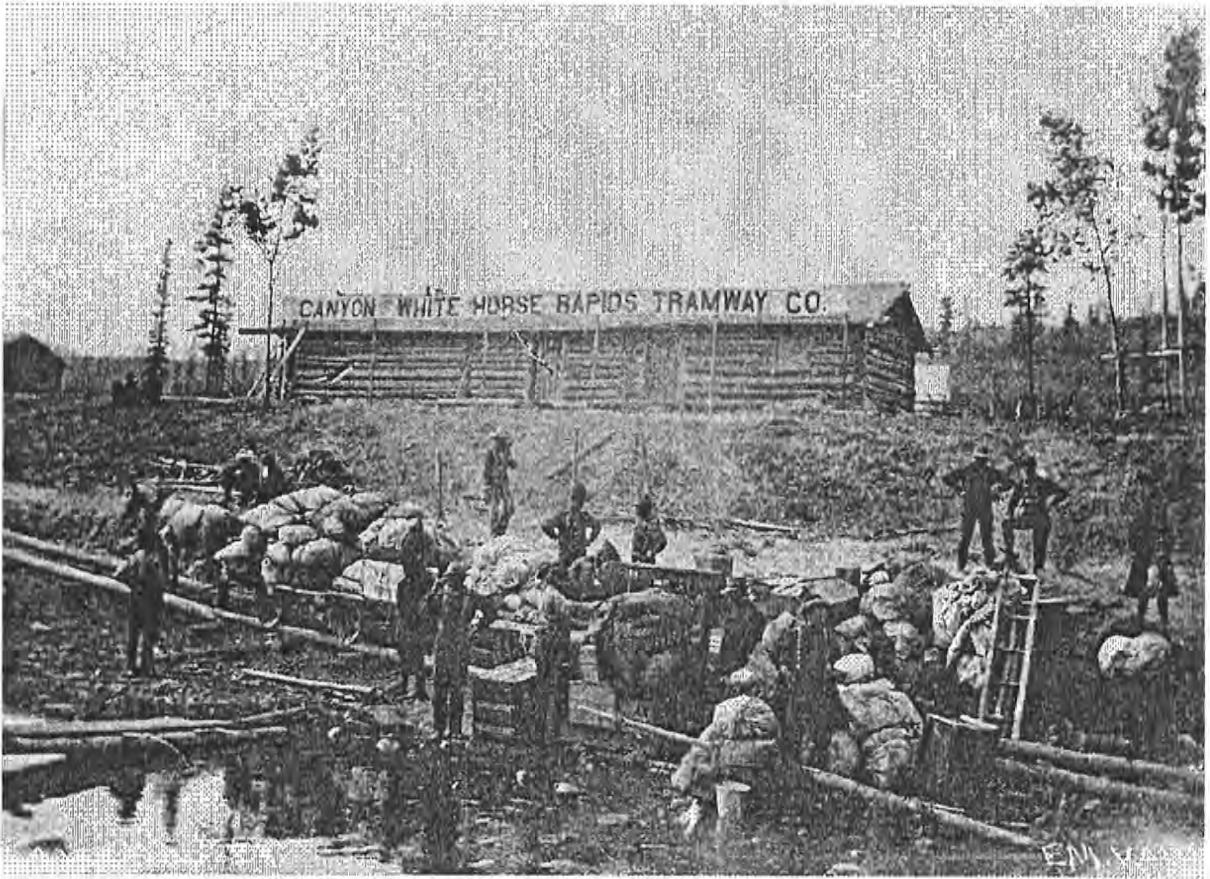
- this level goes beyond expressing space to actually defining it,
- considered when there is sufficient information available to allow a closer reproduction,
- the interior has a modern use and finish since, typically, there is insufficient information to reconstruct in any detail,
- does not necessarily have to be a structure - it could be the representation of other items: for example the mounds of goods being transported on tramcars,
- modern materials are used in a manner sympathetic to the period yet the visitor clearly recognizes that it is not a historic structure.

At Canyon City such a structure could house a major exhibit as well as provide a space for operational functions. An example of a display suitable for the tramline office has been provided (see Appendix 3).

6.3.6 Other Associated Infrastructure

Encouraging use of the site will result in the need for garbage containers and regular garbage removal. This is seen as a necessary requirement should a parking, toilet or visitor reception/services facilities be developed at the site. Given the restful atmosphere of the site, it would be appropriate to provide a couple of small rest stops with benches along the access trail. Picnicking is a potential use of the site, however, the installation of a formal picnic area on the historic townsite is not recommended due to impact on the heritage resources. Those wishing such facilities could be encouraged to go on to the Chadburn Lake or Schwatka Lake facilities, depending on the ultimate management plan for the Chadburn Lake Reserve.

Interpretive Methods



Tramline Office, Yukon Archives, Marsh Coll, 87

7.0 Interpretive Methods

As mentioned earlier, there are a limited number of interpretive resources presently on the Canyon City site. The most outstanding are the natural features and the archaeological excavations. The archaeological crew, YCS, Kwanlin Dun and MacBride Museum all have had a role in the interpretation of the site though there are no formal interpretation programs in place at present.

The Yukon government is planning to reconstruct one or more of the buildings, to build a wharf, and have replicated two representative versions of the Macaulay tramcars. The buildings could contain interpretive display material. In this section, we consider these possibilities, the suggestions made by user and interest groups and the myriad of interpretive tools available for presenting the stories both on and off site.

7.1 On-site Interpretation

Presently, the archaeological crew at Canyon City conducts informal tours and talks on the historic remains of the site. Similarly, YCS staff who bring visitors to the site provide them with talks on the natural and historic features of the area. When we are discussing interpreters here, it may refer to archaeologists who are designated to talk with visitors, YCS personnel, or people hired to work as site interpreters at Canyon City.

As mentioned earlier, the major impediment to on-site development is vandalism. This severely restricts the type of media one can use to interpret the site. Costly on-site guards would appear to be the only viable alternative to very limited development.

On the plus side, Canyon City is not a static site. Through archival, archaeology and oral history research, more is found out about the site all the time. Not only does this add to the body of knowledge available to the interpreter but the process of collecting the information is itself an interpretable feature.

7.1.1 Types of Programs

Personal Interpretation

Personal interpretation is defined as interpretation that involves direct interaction between the interpreter and the audience. Personal interpretation allows the visitor to ask questions of a live body and allows for a variety of interpretive topics and programs to be presented. The visitor must follow the pace of the group and learn within a specific time frame. Interpreters can provide the flexibility that non-personal interpretation cannot.

KEY TO ICONS
















	SIGNAGE, ON-SITE, OUTDOOR INTERPRETIVE		DEMONSTRATIONS
	SIGNAGE, ON-SITE, DIRECTIONAL		VIDEO, SLIDE SHOW
	SIGNAGE, OFF-SITE		WALKS, SELF-GUIDED
	MAPS		WALKS, GUIDED
	BROCHURES, INFORMATION SHEETS		PHOTOGRAPH ALBUM
	BOOKLETS		DISPLAY
	INTERPRETER TALKS		ARTEFACT, REPLICA, MODEL
	LIVING HISTORY, ANIMATED INTERPRETATION		RECONSTRUCTION, VOLUMETRIC EXPRESSION

Figure 4

Theme	The Place Above the Canyon										Delivery Method	
Natural Setting		✓	✓		✓			✓	✓			
First Nations Culture	In accordance with the wishes of Kwanlin Dun First Nation, all First Nations stories at the site should be researched, selected and interpreted by First Nations members.											
Recreation Site					✓							✓

Theme		Gold Rush Snapshot											
Story	Delivery Method												
		Tramlines		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Settlement Patterns			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Serve & Protect				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Water Travel		✓			✓						✓		
Personalities													
Researching the Past		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Types of personal interpretation that can be used at Canyon City:

Interpretive Talk



The interpreter presents a prepared talk at a fixed site. Artefacts and/or replicas and photographs can be used to illustrate the topic (e.g. a talk on sternwheelers could be presented at the wharf site for docking tour boats).

Interpretive Walk



The interpreter takes visitors along a predetermined route and outlines points of interest (e.g. town site tour, walks between Canyon City and Miles Canyon bridge).

Roving

Roving is an interpretive technique in which the interpreter approaches visitors to inform them about an upcoming program, to let them know that an interpreter is on site to answer any questions, or to engage the visitor in an informal discussion.

Spontaneous Interpretation

This is informal, unplanned interpretation. It differs from roving in that it occurs when the visitor seeks out the interpreter to make an inquiry. The interpreters can also provide spontaneous interpretation if they are passing by a visitor who seems particularly interested in something or to correct misinformation.

Living History



This is used to create an historic atmosphere or to convey the way of life of another era through costumed interpreters. The technique may be either first person, where the interpreter portrays a character, or third person, in which the interpreter dresses in period costume but does not assume a character.

Personal Interpretation Options at Canyon City

The types of programs offered at Canyon City will change over the years as structures, signage and displays are developed. In the first year or two, the emphasis will be on the stories *Researching the Past* (due to the presence of the archaeology crews) and *Natural Setting* (to use the resources that exist at the site). As buildings and other infrastructure are developed, the interpreters will provide more programs on other themes.

Personal Interpretation: Year 1 & 2

Personal interpretation techniques will include scheduled and unscheduled programs for adults and children and spontaneous interpretation.

Spontaneous Interpretation

In the first summer the interpreters will spend much of their time providing spontaneous interpretation to visitors. This will include orientation to the site, general information about the site, description of the dig when it is in progress and information about future developments for the site.

School Interpretation

At the end of the school-year, teachers of all grade levels are looking for places to take their students on field trips. The proximity of Canyon City to Whitehorse provides a good opportunity for outdoor trips.

Self-guided activities should be created for students and teachers to use for a number of reasons. There may not always be an interpreter available early enough in the summer season to work with classes. A number of classes might use the site at the same time, making it difficult for the interpreters to work individually with each class. The locations for possible class activities might include the general area as well as just the Canyon City site. Activities should cover both natural and cultural history topics. Self-guided activities could include plant and animal studies, rock collecting sketching and mapping of historic features.

As a topic, Canyon City is not explicitly part of the social studies curriculum. It is touched on in some grade levels as part of the early history of Whitehorse and Dawson City. The natural features of the Yukon River and Miles Canyon relate to some science curriculum topics (e.g. geology).

Possible Scheduled programs

Archaeological dig or mock dig: Visitors will have an opportunity to dig in one of the middens or privies to learn the processes of archaeology and how to assess findings.



Guided Walks: Based on the program already developed by the Yukon Conservation Society, the interpreters will provide a guided walk that addresses natural and cultural history themes in the Miles Canyon area.

Special Event: Canyon City Days



At the end of the archaeological season, before the pits are covered over, have an "open house" for a day or two. The purpose would be to attract people to the site and inform them about what has been done and future plans for the site. A number of activities like the dig and guided walks as well as special self-guided activities could be used for the event. The replica tramcar and findings from the dig could be displayed.

Personal Interpretation in Future Years

After the archaeology project is complete the mock dig will no longer be used as no archaeological staff will be available to collect and catalogue any artifacts that would be excavated. The natural history and school programs would continue and the following would be added:

Scheduled Site Tour: Bus Tours & River Tours

Interpreter meets bus at parking lot or boats at dock, provides orientation and guides group to site where a site tour or animated program is presented.

Living History

Site interpreters could portray certain Canyon City characters. In order to present this effectively, character portraits will be required. This will involve research into the various personalities of Canyon City. Some composite characters may be made (e.g. boat hustlers). Once the research is conducted then scripts will need to be written, not so much for the interpreter to follow word by word, but to assist them with the improvisational acting they would present.

Actual scripted scenes could also be played out on a scheduled basis or as groups of visitors arrive on-site. As with other programs, the scenes could vary weekly, monthly, yearly.

Videos/Slide Shows



Videos, slide shows and interactive CD ROM can be used to provide an animated program. Note: The use of videos on-site is discussed at greater length in section 7.1.7.

Props, Artefacts and Replicas (also see 7.1.5. Artefacts)

Interpretation is defined by first-hand experience and the presence of "the real thing". While the Canyon City dig has not produced much in the way of artefacts, typical examples of items that would have been on the site historically may be used. Once the prehistoric use of the site becomes clearer, typical artefacts (replicas) from that period and culture may also be used. These artefacts can demonstrate people's diet and way of life.

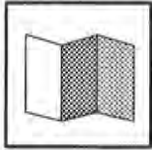
It is recommended that artefacts and/or replicas be used on-site in interpretive programs.

7.1.2 Publications

This group of interpretive media includes pamphlets, brochures, booklets and books. Depending on the message and the type of presentation desired, the costs of these can vary

enormously. Some items could serve as interpretation and information sources both off-site and on-site.

Interpretive Brochures



Brochures can serve a number of purposes. They can convey a variety of types of interpretive information on and off the site. They can be printed in different languages for visitors who have little English. Although there is a possibility of littering, visitors can be encouraged to recycle the literature.

The visitor can take a self guided tour using a brochure with a site plan to lead themselves around the site.

An off-site brochure can provide basic information on Canyon City, for example, where it is, what is there, a bit of its history, how to get there and where to get more information. This can be as simple as a fact sheet printed in one colour on single or multiple sheets. If the brochure is to be promotional, however, it should also be attractive. Attractive does not necessarily mean full-colour, glossy and expensive. Good design and creative use of materials can create an eye-catching and tasteful brochure for a reasonable cost. A brochure that unfolds into a poster should also be considered. This would allow a better portrayal of Canyon City in its heyday. In a kiosk or VRC, it is also more eye-catching and can serve as a take home souvenir.

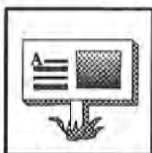
Booklets & Books



Booklets and books are a potential source of more in-depth information about the site. As the article on the site in *Archaeology* magazine proved popular, a booklet about Canyon City archaeology similar to those produced already by Heritage Branch may also benefit the interpretation of the site and raise its profile. An in-depth study of the site is being prepared for a Masters thesis by T.J. Hammer in cooperation with site archaeologist Greg Hare. This could provide the foundation for a booklet.

Since the site was settled for such a short period, and little is known about its prehistory at this point, a more ambitious production such as a book, does not seem feasible at present but this situation may change in future as more information becomes available.

7.1.3 Signage



This site should not look like a *sign cemetery*. This would in fact detract enormously from the natural beauty of the site. As well, conventional signage would be prone to vandalism in this area. While some signage is required, our designer has provided concepts which are both low in profile and vandal resistant (see Appendix 4)

As mentioned earlier, signage on the trails should be provided both for direction and distances from key entry points. Some signage may also be required for area, feature and plant identification. We are recommending that numbered posts be placed at key features that relate to brief text in a pamphlet. This approach does not intrude on the landscape and is cheap to replace.

Regulatory signs will also be required, particularly at access points to the site such as in the Miles Canyon and on the Chadburn Lake Road parking lots. They should be in English, German and French and carry messages regarding:

- Respect for archaeological sites and artefacts
- Respect for natural landscape
- Disposal of garbage

Directional signage along the trail system and near the parking lot should be coordinated with any future City of Whitehorse Chadburn Lake Park Reserve plan.

7.1.4. Structures



Replica buildings can aid interpretation of the stories at this site. The site will have at least one building and one or two other closed-in spaces or volumetric expressions. These can be used to interpret the structures that were historically on the site. They can also be spaces for operational needs where visitors can find information and displays, shelter or site staff.

Since more than one building is planned, not everything has to be crammed into one space. As discussed earlier, not all the structures have to be completely closed-in spaces either. The various types of volumetric expressions are discussed in 6.3.5. The main use for closed-in space is for exhibits that would be susceptible to weathering and vandalism, and staff functions such as storage and a small office.

The actual sites of original buildings and features can be marked with low level outlines or corner markers. Identified by corners, boards representing outlines or low walls, these structures can represent the placement of the original settlement without overly impacting the site or creating an "artificial" atmosphere.

A simple medium level volumetric expression or shell representing a historic structure eliminates some of the costs with a full reconstruction while sharing many of its benefits. Since it is the size and shape of the original building, placed on or near the original location, it can provide the presence of the historic built environment. It provides a shelter and a space where displays may be mounted without the restrictions imposed by maintaining an historic look. As it is simply a shell, even without doors or windows, it is cheaper to build, maintain and is less susceptible to vandalism. It does not have the detail of a reconstruction and it is clearly not being promoted as historic.

A wall tent, or simple frame structure with a roof, has the advantage of being removable after the visitor season is over. A tent has the added advantage of being compatible with historic usage at the site. There was a simple structure like this located on the wharf (Figure 7). This type of structure could be removed or partly removed at the end of the day. This would require drive-in access to the site or a large boat and docking facility to transport the structure. Even a house boat type of facility is a possibility here though it may have to navigate Miles Canyon twice daily to dock in the relative security of Schwatka Lake. A vessel similar to, but smaller, than the tent and barge at the *S.S. Klondike* might be appropriate.



Figure 7

A representation of the tramline office can be built and that is the likely spot for an on-site display (see Appendix 3). This would be the high level volumetric expression. As discussed earlier, this building should not be made to look old but should reflect the historic atmosphere of the gold rush period. In material and line it should represent the tramline office. Since there is no information on what the interior or back of the building looked like, the structure may be adapted for use as a display centre without detracting from its use as a representation of the original tramline office. While not depicted in Appendix 3, this space or others could also provide a small office space and secure storage for site staff.

In any form of construction, the sensitivity of the archaeological remains on-site must be considered. Archaeological excavation should be completed before construction on the original site of any building. Once the dig is completed, there are three main options:

- cap the archaeological remains and build on the original site,
- make the volumetric expression slightly larger than the original structure so as not to impact upon the original foundations,
- or build off the original site but maintain the relative position of the structures to each other and the river.

Any structure must deal with the problem of vandalism, especially during the off season. It is estimated that year-round, 24-hour security at the site would cost \$80-100,000.

A building on the Chadburn Lake Road, at either of the parking areas mentioned, could be of almost any design. It would have the advantage of being closer to services, easier maintenance access and policing. Washrooms could also be housed in, or beside such a building. Servicing and maintenance would be eased by direct access from the road. It

would not detract from the natural setting of Canyon City nor would it impact upon the archaeological remains. It has the major disadvantage of being remote from the site, making it less desirable for interpretive displays.

7.1.5 Artefacts



As mentioned previously, the artefacts recovered thus far from the archaeological dig at Canyon City are not items to stir the imagination of the uninitiated. Also, as security at the site is likely to be difficult, it would be better for artefacts relating to Canyon City to be kept off-site. Small replicas can be carried by the interpreter and other replicas can be housed in a display in a secure building, such as the tramline office.

7.1.6 Displays

Models

One of the main features of Canyon City's history was the explosion of activity that took place during the gold rush. This is difficult to depict with static photographs and the sheer volume of activity cannot be economically depicted with animated interpretation. One solution to this is the construction a model showing the river, tramline and settlements of the gold rush period, using model boats, people and other props to show the amount and extent of activity that took place in this area. This model could fit in the tramline office.

Another feature which lends itself to a model or type of volumetric expression is the amount of goods that had to be moved over the tramway and in the boats and rafts of the stampede. This could be replicated full-scale under a temporary structure (medium level v.e.) near the wharf or tramline, or in a v.e. representing the roadhouse/saloon.

Wall Displays



There are a number of good historic photographs relating to Canyon City which would make an excellent display. Many of the stories, such as transportation, could be illustrated in this manner with the additional use of maps and graphics.

They would best be housed in a closed-in space where an interpreter can provide security and information.

Without power, indoor displays face the problem of adequate lighting.

Outdoor Displays

Apparently, there was a display of the original tram cars at one time (Cyr, 1995). Despite being chained to a block of concrete set in the ground, the cars were rolled over the

bank into the river. Artefact displays or reproductions out of doors should be removable or securely stored unless there is around-the-clock security on-site.

7.1.7 Videos & Slide Shows



Videos and slides are a very effective tool to convey interpretive messages. There is some film footage of a vessel going through Miles Canyon in 1936 (Yukon Archives/Storm Collection).

Neda'a has prepared a video on the site's archaeology but the content is more a news item than a documentary. Edited, this may be useful as an interpretation tool displayed on-site or off.

Slide shows could depict archaeological work on the site. This could also be an opportunity to show historic images compared to the archaeological remains of the townsite. Slide shows can also be transferred to video to limit the required equipment.

There is an interactive CD called "The Yukon Trail," produced by an educational software company in Minneapolis. This game takes the player from Seattle to Dawson through a series of hazards and gives the feel of the problems associated with getting to the gold-fields. Unfortunately, it is not a quick game. Something similar to this game could be designed that lasted just a few minutes and included only the rafting portion of the trip. While this could be used at VRCs and schools as an attractor to draw people to the site, it would not be compatible with the rustic, natural qualities of Canyon City.

The major disadvantage of these interpretive methods at Canyon City is that they require power. This type of production can also be shown off-site, however, at schools and other venues such as VRCs and serve as a draw to the site.

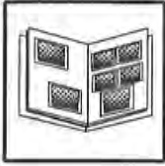
7.1.8 Reconstruction



Reconstruction can be a powerful interpretive tool. For this to be truly effective, however, the reconstruction should be true to the line, level and fabric of the original. While the facades of the main buildings at Canyon City are apparent in some historical photographs, there does not appear to be sufficient information available to do an exact recreation of any of the buildings. Inaccurate recreations would have limited utility in interpreting the buildings or history at Canyon City. Reconstructions, even approximate ones, could be used for housing displays or marking the spot of one of the original buildings. An important consideration is that the reconstruction should be clearly identified as simply depicting an actual historic structure.

When structures are built, it should be obvious through construction techniques that the buildings are not authentic (e.g. use of chainsaws rather than adzes).

7.1.9 Photo Albums



Without any elaborate display, the interpreter can use albums of historic photographs and the photographic record of the archaeological dig to show visitors the past and present of the site. These could also be housed in a visitor centre or taken off-site for lectures and school visits.

7.2 Off-Site Interpretation & Promotion

Considering the lack of physical remains at Canyon City, its fragility and vulnerability, off-site interpretation may be an effective way to interpret some of the stories of Canyon City. Also, as we have noted, the Canyon City site is not easy to get at if you have trouble walking and trail and stairway/ramp development may be necessary to support a high volume of visitors. Finally, Canyon City presently has a quiet, natural atmosphere.

The main targets for off-site interpretation are visitors to Whitehorse looking for a glimpse into a gold rush site, and local residents who are interested in learning about this part of their community's history without actually visiting Canyon City. The approach used to reach these target audiences differs slightly. For the visitor to Whitehorse, and those planning such a visit, it is important to provide information about the site through outside media and local advertising. For locals, interpretive material may be strictly informational but the site should be portrayed as an active learning experience where new things can be discovered on every visit.

The amount and extent of promotion done on the site again depends on the target audience and the degree of development selected for the site.

7.2.1 Visitor Reception Centres

There are various Visitor Reception Centres (VRCs) in the Yukon, located at entry points into the territory and at city centres. These serve to orient visitors to the Yukon and all of them carry general interest items such as maps and brochures. There are often exhibits or displays specific to the vicinity of the VRC. The Whitehorse facility could provide information and directions to Canyon City.

The VRCs provide an opportunity to promote attractions through brochures, booklets or posters. All of the Yukon VRCs centres have video capabilities as well and Whitehorse, Watson Lake and Dawson have well-appointed theatres. In addition to printed material, there is a chance to present a promotional/informational film to visitors. This would have to fit in with Tourism programming for individual VRCs.

There are information kiosks at the rest stops just before the access routes to downtown Whitehorse. A description and directions to the Canyon City site should be provided at these spots.

7.2.2 Publications & Mass Media

When using mass media such as videos, radio and television programming, print media, etc., it has to be determined whether the purpose is off-site interpretation, site information (facilities available and how to get there), or site promotion. For information about publications and their uses, refer to section 7.1.2. Some discussion has been made of videos as an interpretive tool in section 7.1.7. Such video material would be equally suitable for off-site interpretation.

We do not recommend use of these media until a management plan has been developed and a desirable level of visitation has been determined.

7.2.3 Directional Signs

Signage could direct visitors to Whitehorse to the Canyon City site. These markers should be placed at the South Access and Two-Mile Hill and at two or three points along the route, particularly at major turning points such as Nisutlin Drive and the hydro dam.

Directional signs could also be installed at the major foot access points such as the suspension bridge and the fish ladder. It should be mentioned that the Chadburn Lake Road needs to be brought up to standard if it is to become a major access to the site.

A recognizable logo for the site should be developed for use on directional signs.

7.2.4 Schools: Curricula & Programs

Its proximity to Whitehorse makes Canyon City a natural spot for school field trips in the spring. Studies on Yukon history, particularly the gold rush, may be augmented by visits to the site. The site is also significant to higher learning in that it provides insights into the nature of the Yukon's boom and bust economy, the development of its transportation network, shifting settlement patterns and field archaeology. It is also a fine natural setting for studies in botany, geology and hydrology. Teachers may tie in classroom learning with activities on site.

7.3 Conclusion

One of the most attractive features of Canyon City is its natural setting. This is what has drawn most people to the site to date, whether they be casual walkers, skiiers or folks interested in the archaeological work. Examination of the potential target groups for interpretation shows the majority to be visitors and locals who are looking for a natural and cultural experience close to town. A balanced approach to site development is needed that maintains the natural environment of the site, but still provides visual clues to the look of the historic settlement and gives a feel of the activity that took place there. Building and signage should be kept to a minimum and it would be desirable to limit the number of people on the site at one time. The ecology of the site will not handle large groups of people and indications are that bus tour companies would be reluctant to bring large buses on the Chadburn Lake Road in any event. The scenario that seems most likely for future site visits is independent travellers and locals coming to the site singly or in small groups, either finding their own way or transported by small bus, boat or walking tour. Several highway buses arriving here at the same time for a twenty minute stop is not a likely or desirable scenario.

Although there is no master plan guiding the development of this site, there are a number of expressed governmental intentions in terms of site development to work with. There is also a range of options which mix and match the interpretive tools noted above. The givens for the site now include the fact that two or three structures will be built. At the time of writing, the only definite plan is for the reconstruction of the earliest portion of the tramline office. A section of the tramline will be reconstructed and a few tramline cars will be replicated. A wharf will be constructed as well. Physical site development and the benefits it has for providing more interpretive media has to be tempered by the fragility of the site and the potential for the *Disneyland* effect.

Implementation Strategy



Wharf at Canyon City, *Yukon Archives, Emile Forrest Coll.*

8.0 Implementation Strategy

Implementation should take place in logical phases. Each element of the plan should be well-established and found to be working well before going on to the next phase. Pilot programs and evaluation would be important tools in this process.

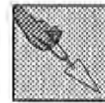
The *Interpretation Implementation Summary* charts presents on the following pages show how we propose to present this information. Planners will be able to see at a glance the various interpretive methods available, the purpose or objective in using that method, approximate cost, and the order of priority.

It should be stressed that the priorities are suggestions only, excepting items identified as number **1** by either the team or Yukon government representatives. These are the basics necessary to get the interpretation program going. Otherwise, if the funding and desire are there, a third or fourth priority item can be moved up. On the other hand, certain items can be delayed to accommodate changing priorities.

KEY TO ICONS



SIGNAGE, ON-SITE, OUTDOOR
INTERPRETIVE



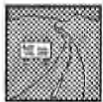
DEMONSTRATIONS



SIGNAGE, ON-SITE, DIRECTIONAL



VIDEO, SLIDE SHOW



SIGNAGE, OFF-SITE



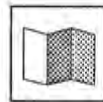
WALKS, SELF-GUIDED



MAPS



WALKS, GUIDED



BROCHURES,
INFORMATION SHEETS



PHOTOGRAPH ALBUM



BOOKLETS



DISPLAY



INTERPRETER TALKS



ARTEFACT, REPLICA, MODEL



LIVING HISTORY,
ANIMATED INTERPRETATION









RECONSTRUCTION,
VOLUMETRIC EXPRESSION











SPECIAL EVENTS



INTERPRETIVE IMPLEMENTATION SUMMARY

	Name	Location	Purpose	Estimated Cost	Schedule/ Priority
	Trailhead Markers	Suspension bridge, parking lot.	Directional signs giving destination, trail length & estimated walking time. Guide people safely to the site.	\$ 800 per unit	①
	Street & Highway Markers	Two Mile Hill, South Access and along route to site	Direct people from highway and through town to the site. Develop recognizable icon for site.	Cost to be covered by Dept. of Tourism	①
	Regulatory/ Informational	Parking lot, on-site, bridge	Multilingual, giving hours of operation, facilities, rules of conduct. In English, French & German	\$300 - \$400 per unit	①
	Interpretive Signs: Natural Features	Natural features: numbered posts keyed to pamphlet	Provide info. on natural features with non-intrusive signs. See interpretive pamphlet.	\$50 - \$100 per unit	②
	Identification Signs: Historic Features	Low profile signage marking names of features	To provide identification of historic features such as buildings, replicas, wharfage, etc.	plaques \$150 per unit	②
	Pamphlet map	Interpretive pamphlet	Multilingual, to provide overview of site, general area and trail system.	see site guide	②
	Orientation Maps	mounted on signs located in or near building	Orientation to site features and trails	\$800 per unit	②
	Site guide	Available at VRCs, tourism info. kiosks, museums, partners on site interpreters	Multilingual, provides information on access, trail system, facilities, hours; also overview of cultural and natural history.	writing, design, layout, printing: 5,000 copies \$8,000 - \$10,000	②
	Handbills	On and off site at visitor centres, museums, etc.	Multilingual seasonal brochure of special events, e.g. "Canyon City Days."	<ul style="list-style-type: none"> • 1 colour can be photocopied in-house. • Printing 5,000 \$2,500 	③
	Promotional	off site	multilingual, advertising for the site.	use site guide or 5,000 copies new pamphlet \$8,000 - \$10,000	③
	Booklet	off site	educational, interpretive info re: archaeology, history, First Nations	writing, layout, printing colour, 30 pages 2,500 copies \$20,000	③
	Photo albums	on site	immediately useable Interpretive tool for interpreters later for use in display building	duplicates, binders, compiler \$3,500	①

INTERPRETIVE IMPLEMENTATION SUMMARY

	Name	Location	Purpose	Estimated Cost	
	Interpreters	on site	to guide walks and provide orientation	3@ \$15 hr. x 150 hr/mo. x 3 mo. = \$20,250	①
	Animators	on-site	role-playing historic characters, recreating historic events & activities	3 actor 1 director series of skits \$40,000	③
	Demonstrations	on-site	archaeology	cost of crew	①
	CD ROM	off site at YRC On-site if power available	provide entertainment and attract people to site	• slide show on CD \$1000 per min. • cost of game varies from \$8- \$22K	③
	Video	off-site or on-site if power available	historic footage for education and promotional programs		③
	Self-guided walk	tramline route, canyon trail. Can use pamphlet and signs	to give appreciation for natural setting, river and tramline route - requires trail upgrading & marking	• 1 Km of trail upgrading \$85,000 • see signs & pamphlet	①
	Interpreted Walk	tramline route, canyon trail	to give appreciation for natural setting, river and tramline route		②
	Display & model	on-site in building	model of tramline and river with photographs and replicas to show transportation system and extent of site	as per Appx.3 \$85,000	③
	Display photos/text	on-site in building	to portray various stories such as Serve & Protect, Personalities, etc.	\$15,000 per story	③
	Artefacts	on site - in building	replicas as part of displays in buildings eg. tramcar loaded with goods and small boat	in-house cost	③
	Replicas	on site - outside	tramcar on section of reconstructed rails	in-house cost	②

INTERPRETIVE IMPLEMENTATION SUMMARY

	Name	Location	Purpose	Estimated Cost	
	Building Reconstruction.	near site of Tramline Office & wharf	closed space to house displays, staff office and change room, storage, etc.	Tramline Office \$30,000	②
	Corners	site of original structures marked on ground	to show locations of original features without attempting a reconstruction	\$300 per unit	②
	Shelter	on site	covered space for interpretation or resting in inclement weather	\$8,000 - \$12,000	②
	Temporary Shelter	on site	wooden or canvas structure to provide same features as above	depends on design	①
	Special Events	on site	an event like "Canyon City Days" to attract visitors to the site and highlight a number of stories	depends on extent of event	③

Evaluation



Walkers on the tramline, *Yukon Archives, MacBride Museum Coll, 3888*

9.0 Evaluation

Evaluation is a critical component to interpretation to ensure that the interpretive messages are being conveyed in a manner that is understandable by the audience. Ideally, evaluation is an ongoing process and should be applied before (known as *formative evaluation*) and after (*summative evaluation*) the implementation of interpretive components. Given the projected time frame for development at Canyon City, formative evaluation may be difficult to implement. Once the site is developed, there will be ample opportunities to evaluate the interpretive services.

9.1 Evaluation of Non-personal Interpretive Media

The effectiveness of interpretive signs, displays and models as well as building reconstructions can best be evaluated through a visitor survey. The survey does not need to be conducted every year, but at least every three years. In order to collect statistically viable information (i.e. information that will most correctly provide unbiased information) the survey should be randomly distributed to visitors. To collect responses from a wide range of audiences, the survey would ideally be conducted throughout the summer. In collecting information from visitors, it is important to survey enough people to ensure a high confidence level and a low margin of error in the data collected. If the number of visitors is less than 1500 then approximately 280 surveys should be conducted. If the visitation is between 1500 and 5000 people, then 280 to 370 surveys should be distributed; between 5000 and 20,000 visitors, 370 to 390 surveys should be completed (Pierre Germain, Assistant Development Officer, Dept. of Tourism, 1995).

The survey questions should relate directly to the interpretive messages and media as well as general questions about how people enjoyed their visit. It would be useful to combine this survey with a visitor demographics survey. The survey should be as short as possible so as not to discourage visitors from providing information. The site interpreters could implement the survey (see Appendix 2a).

To test effectiveness of the various media the survey questions could be directed to information that was presented in exhibits and signs (e.g. "How long was the tramway?, What mode of transportation replaced the tramline?"). If visitors are unable to answer such questions, then it is clear that they are not reading or do not comprehend the exhibits and signs. General questions like "What time period is represented at Canyon City?, What is different about Canyon City today? and What parts of the site are original features?" will provide information as to visitors general understanding of the site.

9.2 Evaluation of Interpreters

Interpretive programs are dynamic and thus should be evaluated and modified on an ongoing basis. Evaluation is critical in assisting the interpreters to improve the quality of interpretation they offer and to know that they are effectively reaching their audience. Evaluation should occur on three levels: by the interpreters themselves, the audience and

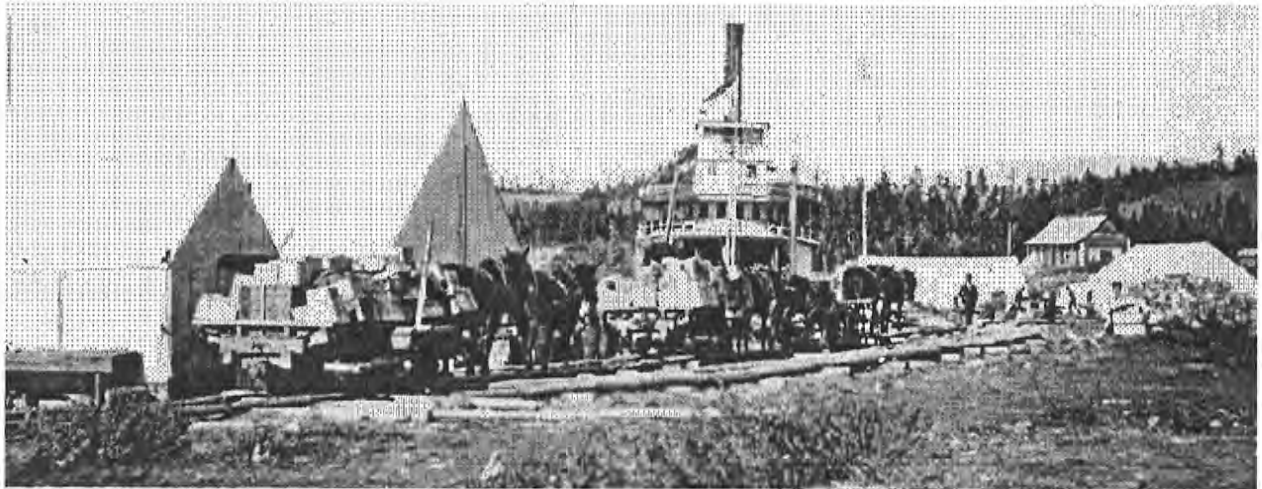
their supervisor. Spontaneous interpretation and general visitor information should be evaluated as part of these processes.

The interpreters should be conscious of their audience to determine whether the interpretive messages are being communicated effectively. Techniques used in this assessment are outlined in the *Canyon City Interpreters' Manual*.

The supervising interpreter should evaluate the programs and spontaneous interpretation offered by the other interpreters. The supervisor's interpretive services should be evaluated by the site manager or someone with extensive experience in interpretation. (Appendix 2b contains a sample sheet for program evaluation.) This evaluation includes content, presentation style and audience management. These evaluations should occur throughout the summer, but particularly at the outset of the season as interpreters are learning their material. Using other staff to conduct the formal interpretation is also useful so that the interpreter has feedback from a variety of sources.

As part of the interpreters' season-end report, they should include a section regarding the effectiveness of their interpretive services as determined through their evaluations. Recommendations on the programs and services offered as well as suggestions for future changes should be included.

Economic Opportunities



Loaded tramcars, *Yukon Archives, MacBride Museum Coll., 4114*

10.0 Economic Opportunities

There is the possibility of providing various support services to the site which, if contracted out, would provide economic opportunities for local companies, groups and individuals. The opportunities, in large part, depend on the scale of site development.

There are already boat tour operators on this section of the Yukon River such as the *M.V. Schwatka* and, early in the season, the *Youcon Kat*. The latter has indicated that they would be interested in stopping at the site if there were something to see. Similarly, the *M.V. Schwatka* already has Canyon City as part of its tour. Depending on the level of development at the site, either or both of these operators may be interested in stopping as part of their regular tour schedule or in running special trips to the site.

Again depending on the level of development, bus tour operators may find it feasible to include the site on local site seeing excursions or to run special trips to the site.

Both bus and boat operators may wish to package a trip in conjunction with a visit to the MacBride Museum, Transportation Museum, government interpretation centres or as an extension of the Yukon Historical & Museums Association's walking tour of historic sites.

A seasonal food concession and a gift shop may be feasible if there are enough visitors to support them. There are a few concessions operators and mobile caterers in Whitehorse who may be interested in taking their business to Canyon City. This depends in part on the volume of traffic that can be expected at the site and access. Power may also be a consideration.

There is an opportunity at this site for cost-recovery through charging admission. Since attractions such as the MacBride Museum and the *S.S. Klondike* do charge admission, it would be equitable if a fee were to be charged here as well. On the other hand, one of the main attractions of this site is its natural setting, a free open place where people can go for a walk. Charging for the use of the site would detract from that significantly. Considering the size and openness of the site, collecting entry or user fees would be difficult.

Appendices



Slope to Canyon City from present parking area, *Wendy Wood*

Appendices

- 1. User Groups and Tour Operators**
- 2. Sample Forms**
- 3. Sample Display Layout**
- 4. Sample Sign Design**
- 5. Plan of low level spacial definitions**
- 6. Site Plans**

Appendix 1: User Groups and Tour Operators

Atlas Tours

- no local tours

Kanoe People

- no response

Prospect

- no local tours

MV Schwatka

- 40 passengers, twice per day, 3 month season
- do not stop at Canyon City now but include it in their talk
- could not say if they would stop or not if there were interpretive facilities

Rainbow Tours

- 1000 - 1,500 people last year
- market European based: mostly German, Austrian, British
- with more attractions here could redirect some of the 5000 customers from their Anchorage office
- includes coach and independent tours
- average age 55+
- need washrooms and good trails for coach tours but less need for independent travellers
- would like to see as accurate a reconstruction as possible. "It is a bit of a way to go for just signs."

Westours (Gray Line)

- 1,000 two night stays from Holland America tours
- 26,000 on night stays from Holland America
- 15,000 on Gray Line Charter tours
- 5,000 at least one night stays connecting from Alaskan Express bus
- Holland America tourists getting younger (under 55) and want to run & walk. Now being sent on YHMA walking tours. Looking for a cultural experience.
- Charter bus travellers 40% European, 60% American/Canadian. These are more adventurous and want to get off the bus and go camping or, sometimes, hotels. The European visitors want to kayak, ride horses and generally spend more money on adventure activities.
- Company does not feel much infrastructure is required to make Canyon City attractive. Should have map and let visitors choose their own route.
- Interested in doing package and tours. Would promote the site in their brochures.

- Would likely shuttle their people to suspension bridge in small buses rather than take the Chadburn Lake Road.

Yukon Conservation Society

- using the area for guided hikes
- 50 - 100 people last year
- 50% Canadian 50% foreigners, including Americans
- young to middle aged
- trails are fine
- want to see very little on site. Would like signage but, once vandalized, it looks ugly and detracts from the area.
- suggests an insert in the City map which everyone carries.

Youcon Voyage Inc. (Youcon Kat)

- 12 passengers, mixed demographics
- mostly runs the river to Dawson City

Has a great interest in historic sites and would plan on stopping at this site early in the season if there was "something to see".

TransArctic Tours

- by 1998, intends to bring 60 - 100 people to the site.
- present clients tend to be 60% American, 20% European, and 20% Canadian.
- Americans are very interested in the Klondike gold rush.
- they would arrive at Canyon City site by vehicle and depart by boat.
- would like to see a wharf, historic reconstructions and interpreters at the site. Wants costumed interpreters, "authenticity," mentioned the ambiance of Louisbourg or Fort William.
- would like to see First Nations interpretation at the site but doesn't want it to change how the site would have looked in 1898 (e.g. brush shelter.)
- doesn't want audio-visual interpretation in lieu of real people and items, e.g. reconstruction tramway section.

Appendix 2a: Sample Survey for Visitor Demographics

1. How did you travel to the site?

- RV
- Car/Truck
- Bus
- Boat
- Walking
- Bike

2. How did you hear about Canyon City?

- Friends/Relatives
- Visitor Information Centre
- Travel literature
- Canyon City brochure
- Other _____

3. Where do you reside? City _____

Prov/State _____ Country _____

4. Male or female _____

5. Age

- 18-25
- 25-35
- 35-45
- 45-55
- 55-65
- 65-75
- over 75

6. How many people are in your party? _____

Appendix 2b: SAMPLE INTERPRETIVE PROGRAM EVALUATION

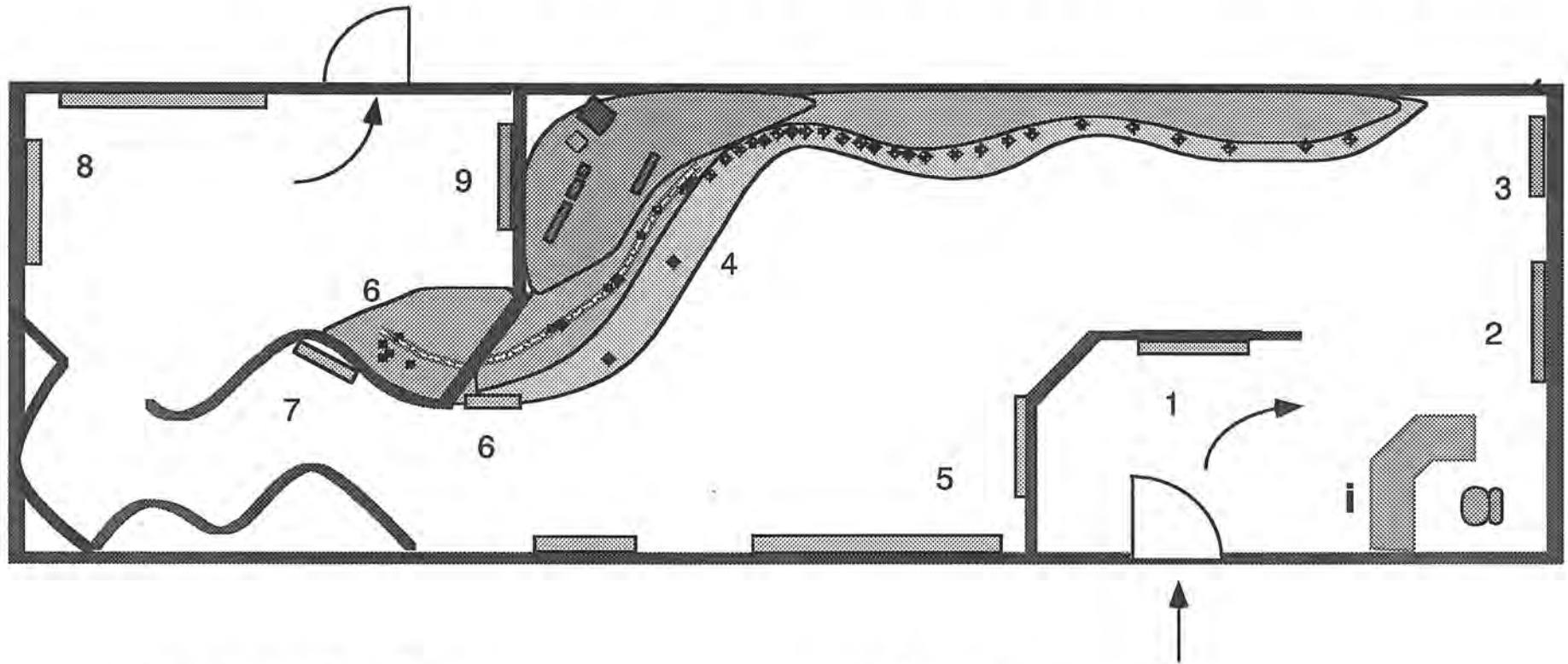
Interpreter _____ Date _____ Location _____ Duration _____

E = Excellent **S** = Satisfactory **I** = Needs Improvement **U** = Unacceptable

	E	S	I	U
PRE-PROGRAM				
Arrived early	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interacted with audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTRODUCTION				
Introduced self & established agency identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Addressed visitor expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation structured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRIMARY ELEMENTS & MECHANICS				
Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theme and continuity evident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Group involvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery (volume, grammar)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program length (number of stops, if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Group handling (pace, control)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attitude, enthusiasm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-verbal communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support visuals or sites visited appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AUDIENCE REACTION				
Rapport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interest/questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

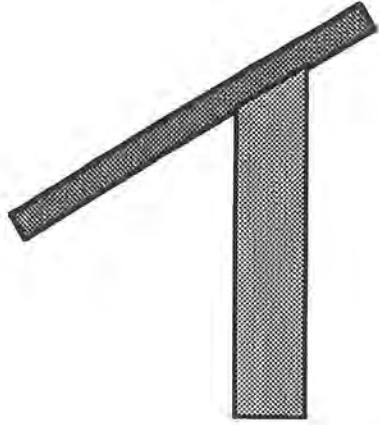
COMMENTS _____

Sample Interpretive Display for Reconstructed Tramline Office

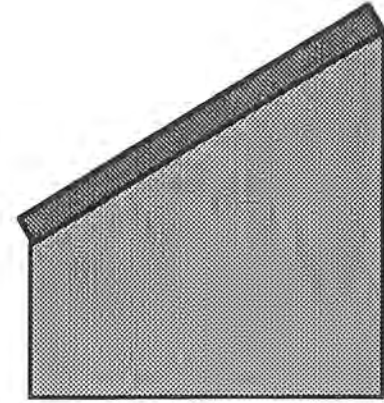


- 1 Introduction Gold Rush
- 2 Bennett
- 3 Floating down
- 4 Scale model of Canyon City 1898
- 5 Canyon City 1899

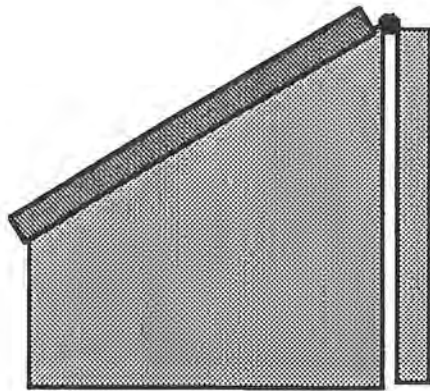
- 6 Tramline
- 7 Miles Canyon
- 8 White Horse Rapids
- 9 Early White Horse
- i Information desk



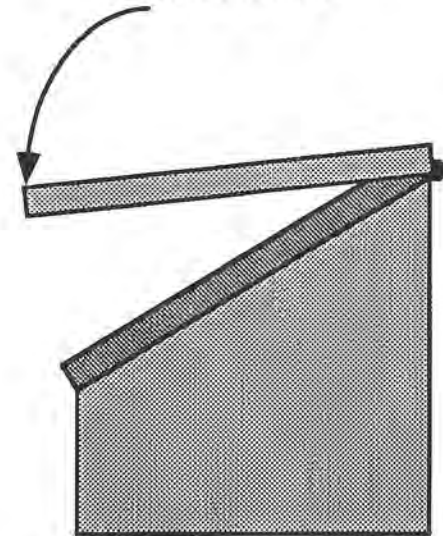
sign on a post



sign on a box

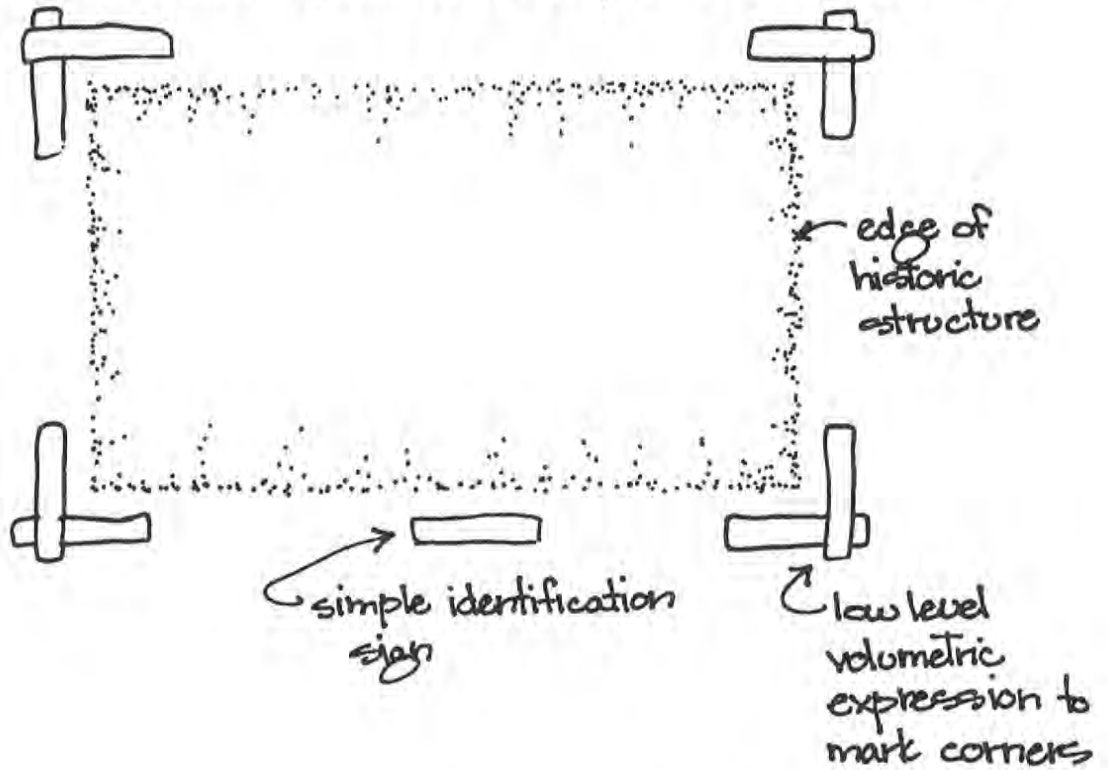


sign in a box with lid



sign in a box with lid off season

plan - modern markers are situated on the outside edge of structure so as not to impact on resource



option one - use of logs to represent a former log structure.



option two - corner post with two returns to define structure edge - simpler version & appropriate for non log structures.

low level volumetric expression