S.S. Klondike
National Historic Site of Canada
Management Plan
Foreword

Canada’s national parks, national historic sites and national marine conservation areas represent the soul of Canada. They are a central part of who we are and what we are. They are places of magic and wonder and heritage. Each tells its own story. Together, they connect Canadians to our roots, to our future and to each other.

What we cherish as part of our national identity, we also recognize as part of our national responsibility. All Canadians share the obligation to preserve and protect Canada’s unique cultural and natural heritage. Together, we hold our national parks, national historic sites and national marine conservation areas in trust for the benefit of this and future generations. To achieve this, practical action grounded in long-term thinking is needed.

These principles form the foundation of the new management plan for S.S. Klondike National Historic Site of Canada. May I offer my deep appreciation to the vast range of thoughtful Canadians who helped forge this plan. I am especially grateful to our very dedicated team from Parks Canada and to all those local organizations and individuals who have demonstrated such good will, hard work, spirit of cooperation and extraordinary sense of stewardship. This plan emphasizes cooperation and partnership with such organizations as the City of Whitehorse.

In that same spirit of partnership and responsibility, I am pleased to approve the S.S. Klondike National Historic Site of Canada Management Plan.

David Anderson
Minister of the Environment
Management Plan Recommendations

S.S. Klondike National Historic Site of Canada

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Cover photograph: Lesyk Collection, Parks Canada
Executive Summary

Background

The S.S. *Klondike* is a well-preserved example of the steam-powered sternwheelers that travelled the rivers of the Yukon from 1869 to 1955, linking the territory’s communities to each other and to the outside world. In 1959 the Historic Sites and Monument Board of Canada (HSMBC) recommended that the federal government purchase one of the sternwheel river boats at Whitehorse and undertake its preservation. The next year, the White Pass and Yukon Route Railway (WP&YR) donated the S.S. *Klondike* to the Government of Canada and a research and restoration program was initiated. The S.S. *Klondike* was declared a National Historic Site in 1967; restoration work was undertaken between 1979 and 1981.

Current Situation

Located within the City of Whitehorse, the S.S. *Klondike* National Historic Site of Canada includes the sternwheel ship (restored and furnished to its 1937-40 historic appearance and character) along with a Yukon barge, the *Atlin*. The Visitor Services Building provides visitor orientation information and exhibits on the history of the Yukon water transportation. Interpretive tours are offered from mid-May to early September.

Commemorative Intent

Commemorative intent is a statement of that which is nationally significant about the Site, referring specifically to the ministerially-approved recommendations of the HSMBC. These recognized the Site’s national significance given the physical integrity of the vessel, the intactness of its machinery, and the period restoration and refurbishment. The setting, along the shore of the Yukon River, also reinforces the commemorative intent of this Site.

As a representative type of vessel constructed for the Yukon water transportation network, the S.S. *Klondike* is specifically valued for the following:

- construction of the vessel and its components, including well-executed carvel planking;
- completeness of the vessel’s hull, superstructure, propulsion and auxiliary systems;
- the surviving unity of the original vessel and equipment;
- the fact that it is an example of the fast-water, shallow-draft sternwheel steamer that navigated the challenging waters of the upper Yukon River; and
- systems that include the vessel’s structure for use in carrying freight and for providing water-borne accommodations.

Proposed Site Management

Parks Canada’s primary responsibilities in the management of a National Historic Site are protecting resources that symbolize the Site’s importance, communicating messages that describe the reasons for its national significance, and respecting the Site’s heritage values.

In managing the S.S. *Klondike* National Historic Site of Canada, Parks Canada will:

- maintain the appearance and physical integrity of the vessel, as defined by original massing, surface material, colour, hull construction and design, and exterior elements (lifeboats, meat and vegetable lockers, line, spars);
- maintain the integrity of structural framing and mechanical systems;
- maintain the interior and exterior functional organization of space;
• conserve original materials and mechanical systems in accordance with the Cultural Resource Management Policy;
• identify, evaluate, preserve and maintain the moveable resources related to the commemorative intent of the S.S. Klondike;
• maintain the proximity and visual access to the river and maintain the viewscapes of the vessel and river;
• ensure public involvement in decisions at key points by providing them with opportunities to contribute knowledge, expertise and suggestions;
• work cooperatively with stakeholders to actively encourage linkages and cooperation with other authorities and partners to maintain the integrity of the designated place, and to protect and present the history and heritage of the Yukon’s inland waterways;
• communicate the S.S. Klondike’s relationship with other National Historic Sites in the Yukon and the family of National Historic Sites in Canada;
• ensure that visitors understand the national historic significance of the Site and its role in Canadian history;
• provide appropriate visitor services and facilities;
• develop and market high-quality heritage experiences to encourage tourism opportunities;
• manage the Site and related resources according to policies and guidelines outlined in the Cultural Resource Management and National Historic Sites Policy and within the broad Parks Canada program.
1: Introduction

A loud blast from the vessel echoed off the banks of the Yukon River and throughout the valley beyond. The S.S. Klondike, the largest and most modern of the Yukon sternwheelers, was approaching the dangerous Five Finger Rapids on route to Dawson City. For close to a century, this was a common occurrence as sternwheelers travelled the Yukon River and its tributaries, carrying passengers, merchandise, silver-lead ore and gold ingots. These vessels became the dominant symbol of river transportation in the Yukon.

The S.S. Klondike is a well-preserved example of the many sternwheelers that travelled the rivers of the territory from 1869 to 1955. It symbolizes the vessels that linked the Yukon’s communities to each other and to the outside world. The S.S. Klondike has national significance because it is a representative example of the riverboats that formed a major part of the Yukon’s water transport in the last part of the 19th and first half of the 20th century.

In the early 1940s many of the river settlements serviced by the sternwheelers were abandoned, as communities developed along the new system of roads. By the 1950s the river system had been superseded by other modes of transportation and the network of river camps, shipyards and communities vanished.

Today, the S.S. Klondike has been restored and furnished to its 1937–1940 historic appearance and character, complemented by the preservation of a Yukon barge, the Atlin. The Visitor Services Building, located near the S.S. Klondike, provides visitor orientation and exhibits on the history of Yukon water transportation. Interpretive tours of the S.S. Klondike are offered from mid-May to early September.

Objectives for National Historic Sites

These objectives are summarized in Parks Canada’s Guiding Principles and Operational Policies:

- to foster knowledge and appreciation of Canada’s past through a national program of historical commemoration;
- to ensure the commemorative integrity of National Historic Sites administered by Parks Canada (Figure 1) by protecting and presenting them for the benefit, education and enjoyment of this and future generations, in a manner that respects the significant and irreplaceable legacy represented by these and their associated resources; and
- to encourage and support the protection and presentation by others of places of national historic significance that are not administered by Parks Canada.

Commemoration focuses on what is nationally significant about a site, and includes protection as well as presentation. The National Historic Sites Policy states that: “protection and presentation are fundamental to commemoration since without protection there can be no Historic Site to be enjoyed, and without presentation, there can be no understanding of why the Site is important to our history and, hence, to all Canadians”.

Commemorative Integrity

Commemorative integrity is a term used by Parks Canada to describe the health or wholeness of a National Historic Site. A National Historic Site possesses commemorative integrity when the following occur:

- resources that symbolize or represent its importance are not impaired or under threat;
• reasons for the Site’s national historic significance are effectively communicated to the public; and
• the Site’s heritage values are respected by all those whose decisions or actions affect the Site.

For every National Historic Site administered by Parks Canada, a statement of commemorative integrity is developed to focus the management of a site on what is most important; and to ensure that the whole (the “Site”) is addressed, not just the parts (the “individual resources”).

To effectively focus on commemorative integrity it is necessary to identify and evaluate those characteristics of a site that led to its recommendation by the Historic Sites and Monuments Board of Canada (HSMBC) and designation by the minister. Level I cultural resources make a site important to all Canadians. A site is determined to have a historic value of regional or local importance if it has Level II cultural resources. All Level I and Level II cultural resources will be managed by Parks Canada under the principles of the Cultural Resource Management Policy.

A sound grasp of historic value is essential to ensuring commemorative integrity. This includes a definition of what constitutes the nationally-designated place. The Parks Canada Cultural Resource Management Policy requires that resources be evaluated not only for their importance, but as to “what it is that constitutes their value”; that is to say, what particular qualities and features make up their historic character. Historic value can reflect both physical (tangible) as well as symbolic (intangible or associative) attributes. It can be derived from an association with many periods in history, a single episode, or from the interaction of nature and humans.

The final drafting of this document included the development and approval of a commemorative integrity statement (CIS) for the Site. This statement addresses the three elements of commemorative integrity as described above, establishes the management priorities for the Site, and is fully integrated in the respective sections of the plan as the goals and objectives for the commemorative integrity of the Site. Commemorative integrity is also the basis for reporting to Canadians on the state of their National Historic Sites.

1.1 Site Management Planning

The goal of management planning is to ensure the commemorative integrity of national historic sites, and to apply the principles and practices of cultural resource management.

Management goals, objectives and actions prescribed within this document reflect the formal commitment of Parks Canada to ensure the protection and presentation of the National Historic Sites under the direct stewardship of Parks Canada’s Yukon field unit. This document also establishes a framework for subsequent management decisions, program implementation and detailed program planning for the Site.

Developing this plan required contributions from many different disciplines, legislation, public interest groups and government policy and programs. The actual planning process is summarized later in this document. The plans will be reviewed in five years from the date of its approval, as prescribed for management planning of National Parks, Historic Sites and Marine Conservation Areas in the 1998 legislation establishing Parks Canada as an agency.

Implementation focuses on maintaining commemorative integrity and providing appropriate and cost-effective services to the public. The plans establish an accountability framework which includes:

• **goals** that focus on what is most important in the management of a site, prescribed for key elements of each site as a Place of Historical Significance, a Place for People, and a Place for Stewardship;
In 1959 the Historic Sites and Monument Board of Canada (HSMBC) recommended that the federal government purchase one of the sternwheel river boats at Whitehorse and take steps for its preservation. The next year, WP&YR donated the S.S. Klondike to the Government of Canada and a research and restoration program was initiated. The S.S. Klondike was declared a National Historic Site of Canada by the federal government in 1962; restoration work was undertaken and completed between 1979 and 1981.

In 1967, the HSMBC recommended that “the history of transportation in the Yukon be considered of national historic importance and that it be commemorated through a display at Whitehorse... centering around the S.S. Klondike”. In 1987 the Board identified that the S.S. Klondike would be a centrepiece for this theme by reaffirming the national significance of the vessel and recommending that “the restored S.S. Klondike, at Whitehorse, should be given over to the interpretation of water transportation in the Yukon, exclusively”.

It is important to note that the physical integrity and intactness of the vessel’s machinery were major points considered by the HSMBC when recommending its establishment as a National Historic Site of Canada.

Preparation of management plans for national historic sites in the Yukon, which includes the S.S. Klondike, began in 1992. Between 1993 and 1994, two newsletters were prepared to solicit public input into the future management direction of the S.S. Klondike. These newsletters were part of a larger consultation forum to encourage public participation in determining the management direction for the S.S. Klondike. The April 1994 newsletter documented public suggestions and proposed directions for the S.S. Klondike. These are now included in this Management Plan. The final draft of the plan was delayed to address new national guiding principles and operational policies for National Historic Sites approved by the federal government in 1994. This resulted in the development of statements of commemorative integrity for the National Historic Sites managed by Parks Canada, including a statement prepared for the S.S. Klondike in 1997. The statement has been integrated into this Management Plan and identifies commemorative integrity of the Site as the priority for its management.

- a set of objectives or measurable targets for each of the stated goals; and
- a set of key actions to be carried out for each set of objectives.

Parks Canada will continue to focus on maintaining the Site’s Commemorative and natural resource integrity, and on providing appropriate and cost-effective visitor services.

This Management Plan provides direction for the site’s business and work plans for the next five to ten years. Parks Canada will use its business and work planning process to consider the delivery and improvement of Site operations, describe management strategies for plan implementation, and prepare reports on the state of the Site. The business planning process will provide the mechanism to address the goals, objectives and management prescribed in the plans.

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Figure 1: National Historic Sites of Canada in the Yukon Field Unit administered by Parks Canada

National Historic Sites
Administered by Parks Canada

1. Dawson Historical Complex
2. S.S. Keno
3. Dredge No. 4
4. S.S. Klondike
5. Chilkoot Trail
1.2 Regional Context

The S.S. Klondike National Historic Site of Canada is within the City of Whitehorse, where the vessel has become an icon of the city (Figures 1 and 2). The Site is bounded on the north by Robert Service Way, on the east by the bridge joining Second Avenue and Lewes Boulevard, and on the south by the Yukon River. The Site is the trailhead for the River Walk Interpretive Trail that extends from the Site to a campground located upstream. The Site is also adjacent to Rotary Park and is connected to the park by a walkway underneath the Second Avenue bridge. The WP&YR tracks are on the opposite side of Robert Service Way; beyond the tracks are commercial and residential properties. On the opposite side of the river the shoreline has been maintained in a natural state and provides an appropriate backdrop to the National Historic Site.

*Bulldozers move the S.S. Klondike from the Whitehorse shipyards to its present location, 1966 (G.I. Cameron Collection)*
Figure 3. Site map, S.S. Klondike National Historic Site of Canada
Commemorative Integrity

**ACCOUNTABILITY: As a first priority ensure the commemorative integrity of the National Historic Site.**

The Historic Sites and Monuments Act (1953) allows for the creation of National Historic Sites such as the S.S. Klondike. Parks Canada is mandated to ensure the commemorative integrity of all the National Historic Sites that it administers.

The original S.S. Klondike was built in Whitehorse in 1929 by the British Yukon Navigation Company (BYN), a subsidiary of WP&YR. The vessel’s capacity was 50 percent greater than other boats on the river without sacrificing shallow draft. She was the first sternwheeler large enough to handle a cargo in excess of 272 tonnes (300 t.) without having to push a barge. The career of the S.S. Klondike came to an abrupt end in 1936, however, when the vessel ran aground on a section of the Yukon River between Lake Laberge and the mouth of the Teslin River.

The company immediately built an identical vessel, also called the S.S. Klondike. It is this vessel that Parks Canada has carefully restored to the 1937–40 period and the Government of Canada has commemorated as a National Historic Site. The new S.S. Klondike had two careers.

From 1937 to 1952 it was used primarily as a cargo vessel. Carrying general merchandise and a few passengers, the S.S. Klondike could make the downstream run from Whitehorse to Dawson City, a distance of 740 kilometres (460 miles), in about 36 hours, with one or two stops to take on wood. On the return run, the vessel proceeded first to Stewart Landing, some 113 kilometres (70 miles) above Dawson City, where sacks of silver-lead ore brought down the Stewart River from the Mayo District were loaded. The upstream journey could involve four or five days and six wood stops.

The S.S. Klondike’s career as a cargo vessel ended in 1950 with the opening of an all-weather road between Whitehorse and Mayo. The vessel was extensively refurbished as a cruise ship in an attempt to prolong its career, but the plan was 20 years too early to capitalize on the territory’s burgeoning tourist trade. In August, 1955 the S.S. Klondike steamed into Whitehorse on its last run up the river. The vessel was donated to the Government of Canada by the WP&YR and is permanently retired on the bank of the Yukon River (Figure 3).

**Commemorative Intent**

Commemorative intent is a statement of that which is nationally significant about the Site. It refers specifically to the approved recommendations of the HSMBC. The principle HSMBC direction for the S.S. Klondike recognizes that the Site is of national significance because of the physical integrity of the vessel, the intactness of its machinery, and the period restoration and refurbishment which makes it a significant cultural resource for commemorating water transportation. The setting along the Yukon River reinforces the commemorative intent of the Site.
The S.S. Klondike is a well preserved example of the many sternwheelers that travelled the rivers of the Yukon from 1869 to 1955. It symbolizes the vessels used to link Yukon communities to each other and to the outside world. The S.S. Klondike has national significance because it is a representative example of the riverboats that were the major part of the territory’s water transportation system in the last part of the 19th and the first half of the 20th century. The Statement of Commemorative Intent which follows was incorporated into the Commemorative Integrity Statement for the site, which was approved in 1997.

Commemorative Intent:
The S.S. Klondike National Historic Site of Canada commemorates inland water transportation in the Yukon. It is representative of Yukon steamers and other vessels.

The primary responsibilities of Parks Canada in managing a National Historic Site are protecting resources that symbolize the Site’s importance, effectively communicating messages that describe the reasons for its national significance, and respecting the Site’s heritage values. The following sections of this plan address these responsibilities for the S.S. Klondike National Historic Site of Canada.

Strategic Goal:
Resources that symbolize or represent the national historic importance of the S.S. Klondike are not impaired or under threat.

The first element of commemorative integrity focuses on resources that symbolize, or represent, the S.S. Klondike’s national significance. These resources have been integral to the designation of the Site as being nationally significant:

- **Designated Place:** includes the integrity of the structural frame, mechanical systems, original materials, historic fabric, and the interior and exterior functional organization of space. Also significant to designated place is the proximity and visual access of the S.S. Klondike to the Yukon River.

- **Moveable Resources:** relates to the integrity of location, functionality, fabric and mechanics of portable objects which enhance the Site’s commemorative intent.

**Designated Place**

For almost a century after the first vessel reached Fort Selkirk in 1871 steam-powered river transportation was the central element in the development of the territory and in its connection to the outside world. The character of the system that developed was shaped by the geography of the Yukon and the technology of the riverboats. Alternative transport options developed slowly. Overland winter travel supplemented the summer river transport, and in the late 1920s aircraft began regular service to Yukon communities. It was only after World War II, however, that road transport finally ended the importance of the inland water transportation system in the Yukon. The S.S. Klondike is representative of the vessels that serviced the Yukon for so long.

The designated place is the S.S. Klondike itself and not the land on which it rests. The value of the physical resource resides in its documentation and its being representative of a type of vessel constructed for the water transport option.

**Figure 4. Approved HSMBC Plaque Text**

S.S. Klondike: The largest vessel ever to ply the Canadian portion of the Yukon River, this sternwheeler was built by the British Yukon Navigation Co. and launched at Whitehorse in 1937 to replace her namesake, which sank the year before. Klondike No. 2 was designed to expedite the movement of silver-lead ore on the Yukon River. A combination freight and passenger boat, she operated primarily between Whitehorse and Dawson. In 1954-55 the vessel was placed in cruise service after an extensive refurbishment. Her retirement in 1955 brought to an end the era of commercial steamboat navigation in the Yukon.
transportation network established in the Yukon. This includes the following elements:

- the completeness of the vessel in its hull, superstructure, propulsion and auxiliary systems;
- the surviving unity of the original vessel and equipment;
- the quality of the construction of the vessel and its components;
- the well-executed carvel planking;
- its example as a fast-water, shallow-draft sternwheel steamer that plied the upper Yukon River; and
- the broad defining characteristics of importance including systems associated with the vessel’s structure, with the vessel as a freight system, and with the vessel as water-borne accommodation.

The symbolic importance of the S.S. Klondike derives from its role in the water transportation system of the Yukon and its association with other shallow-draft sternwheel steamers. Its meaning is enhanced by the current setting, which is defined by its proximity to both the Yukon River, the major artery, and the city of Whitehorse, one of the urban anchors of the transportation network.

The S.S. Klondike has undergone significant restoration. The designated place of the S.S. Klondike will be safeguarded when the integrity of the structural framing, mechanical systems, original materials, historic fabric, and the interior and exterior functional organization of space are respected and revealed to the public. Also significant to the S.S. Klondike is its proximity and visual access to the Yukon River, which will be communicated to the visiting public.

**Current Situation**

At the time that this plan was drafted, a major stabilization project had been started which is expected to take seven to ten years to complete. Its purpose is to repair or replace structural hull components which are badly deteriorated. It is essential that the appearance and physical integrity of the vessel be maintained while this restoration occurs. Being dry-docked, it is subject to the elements year-round, and so requires ongoing restoration and constant maintenance. Much of the work is cyclical, and although the vessel is well maintained, surface treatments (i.e. painting or canvassing the decks) require periodic replacement. Recent restoration and ongoing maintenance work include:

- re-canvassing of the vessel;
- upgrading of the sprinkler system (fire suppression system) to standards;
- arresting of dry rot within the hull and the superstructure, including the replacement of rotting timbers, conserving original wood when possible, and following up with documentation of all work carried out;
• repainting of the vessel from stem to stern; and
• investigating the extent and cost of work required to restore the Atlin Barge. To date no restoration work has been carried out on the barge.

Currently the landscape features of the Site are not being compromised; however, Parks Canada will need to continue to work with the municipal and territorial governments to ensure that integrity of the designated place is maintained. A closer working relationship with the City of Whitehorse has recently resulted in:

• reconstruction of the parking lot in 1997, including improved access to the Site and new asphalt and curbs;
• landscaping of the parking area, including a new lawn sprinkler system;
• replacement of approximately 100 metres of boardwalk leading from the Robert Campbell Bridge to the stern of the vessel and ending at the wharf adjacent to the S.S. Klondike; and
• stabilization of the river bank, including trenching an area approximately 120 m long, 4 m deep and 8 m wide, filled with compacted boulders surfaced by asphalt.

KEY ACTIONS

• assess the Site’s current presentation program to develop and implement a presentation strategy to:
  - present the commemorative values of designated place, establish broad public and client learning objectives for them, and monitor understanding of them; and
  - offer a variety of on-site and outreach programs, developed to gain a broad public and client understanding of the values of designated place;
• identify, document and conserve in a systematic fashion all cultural resources which contribute to designated place;
• inventory and maintain photo records;
• develop and implement a multi-year project to rehabilitate the structure’s historic fabric, with an emphasis on the superstructure areas visited by the public, and present this activity as part of the Site’s presentation program;
• collect, inventory, record and maintain representative samples of removed historic fabric;
• develop and implement a conservation strategy for the mechanical systems of the vessel following the principles of Cultural Resource Management;
• collaborate with the City of Whitehorse, the Site’s stakeholders, and adjacent land owners/managers to ensure that management and use of the adjacent waterfront are compatible with the values of designated place;
• collaborate with other authorities/owners of Level I resources to identify/protect them;
• review and make changes as needed to all proposed on-site developments to ensure proximity and visual access to the river is protected; and
• distinguish new materials or reproductions from original fabric in both Level I and Level II resources.

Moveable Resources

Historic moveable resources are important contributors to the values and messages of the S.S. Klondike National Historic Site of Canada. These resources gain their value by:
being authentic artifacts directly related to the vessel, the provenance of which has been established through research and documentation;

being authentic artifacts and identified as coming from that pool of BYN fittings, equipment and furniture used to annually equip Yukon River boats in the period 1937–1955 (i.e. typical of material used aboard the S.S. Klondike), the provenance of which has been established through research and documentation; and

being from the period 1937–1955 (i.e. typical of material transported aboard the S.S. Klondike), the provenance of which has been established through research and documentation.

**OBJECTIVES**

- evaluate, identify, protect and maintain the moveable resources related to the commemorative intent of the S.S. Klondike;

- locate those moveable resources in their original positions which relate directly to the functioning of the vessel and the reason for its commemoration;

- develop and implement strategies to effectively present the Site’s moveable resources; and

- ensure access to them for research and presentation purposes.

**Current Situation**

A major recapitalization project was completed in 1997. Historical context was re-established by locating artifacts and reproductions according to the original furnishing photographs, and a conservation assessment of moveable artifacts was completed. Inventory, routine maintenance and inspection is ongoing and remediation, replacement and repair is carried out when appropriate. The Yukon Field Unit of Parks Canada has also assumed the curatorial and conservation responsibilities previously provided by services based in Winnipeg, including:

- seasonal opening and closing of the vessels;

- conservation and inventory of artifacts;

- maintaining historical photo records; and

- preventative conservation and maintenance during the operating season.

**KEY ACTIONS**

- identify, record, and protect moveable resources and their records according to Cultural Resource Management Policy;

- develop and implement a strategy for the long-term protection, maintenance and use (presentation and research) of moveable resources;

- develop and implement a strategy to define the scope of the collections required to support the Site’s commemorative integrity;

- collaborate with other authorities/owners to exchange information and protect records related to Level I resources of the Site; and

- conduct material culture research to ensure authenticity and accuracy in the presentation of Level I messages utilizing artifacts, and make this data available to others;

- develop and implement a strategy to maintain a furnishing plan consistent with the period of commemoration (1937–55);

- maintain a photographic reference collection to support the preservation and presentation activities at the Site, and make it accessible to others; and

- develop a Site contingency plan to preserve moveable resources in case of emergency.
2.2 Messages

**Strategic Goal:**
*Reasons for the Site’s national significance and its role in Canadian history are effectively communicated to the public.*

A second element of commemorative integrity focuses on effectively communicating the reasons for the Site’s national historic significance. Each of the elements of commemorative intent form an important component of the messages which must be delivered if the Site is to have commemorative integrity. This means that visitors to the Site must understand not only the significant role of the S.S. *Klondike* as it relates to the Yukon’s water transportation system, but also the role of inland water transportation in the development of the Yukon and Canada.

Effective delivery of these learning objectives also implies that the messages are based on research, knowledge, awareness and sensitivity to current historiography regarding the elements of commemoration. It also suggests that presentation is balanced. This means that the various perspectives on the events associated with this Site are communicated. Moreover, the individual components of the story should not be treated in isolation, but be integrated into the presentation of the history of inland water transportation as a whole. To achieve commemorative integrity, the principal learning objective for visitors is to understand the S.S. *Klondike* and its association with the inland transportation system connecting the Yukon to the world.

Messages supporting this include:

- the changing demands for transport in the Yukon from early fur trading and prospecting through the gold rush and development of the regional mining industry (gold, silver/lead) and finally its culmination in tourism;
- the function of river transport in integrating the territory into the larger regional and national economy;
- the way corporate investment in the inland water transport system shaped the character of the system developed and the services offered;
- the Yukon’s resource-based economy being dependent upon the vagaries of the world economy;
- the development and introduction of new transport technologies and rival transport methods undermining the river transport system;
- the climate and geography of the Yukon as shaping forces of the inland water transport system;
- riverboat technology as an engineering response to transport requirements and local conditions;
- the work force of the inland water transport system as a reflection of the seasonal character of the industry and the social and economic character of the territory;
- the complete infrastructure supporting riverboat operations and its role in shaping the river-based society of the Yukon in the 19th and 20th centuries; and
- the effects of the inland water transport system on the riparian ecology of the Yukon waterways.

*The vegetable locker has been recreated using reproductions.*
OBJECTIVES

- present messages so that Canadians understand the Site’s national significance and its role in Canadian history;
- present messages so that Canadians know the connections between the messages of national significance and the Site’s Level I resources and other related resources; and
- ensure measures and measurement processes are in place to determine the effectiveness of message delivery.

Current Situation

Messages are conveyed to the public through 30-minute tours of the vessel which focus on the values defined by the use of the Yukon rivers and lakes as a transportation system. The static exhibit located outside the Visitor Services Building is at times overshadowed by the prominent focus on the gift shop.

Work has begun on the compilation of a history of the S.S. Klondike. This historic data will be used to interpret the vessel for the general public, and to present with greater accuracy the Site’s commemorative intent and Level I messages.

KEY ACTIONS

- assess the Site’s current presentation program to develop and implement a presentation strategy that:
  - gives priority to presenting the Site’s Level I messages, establishes broad public and client learning objectives for these messages, and monitors public understanding of them;
  - identifies and focuses visitor audience information to develop appropriate programs that meet market needs;
  - offers a variety of on-site and outreach programs designed to gain a broad public and client understanding of Level I messages;
- identifies and presents key commemorative linkages to other National Historic Sites.

2.3 Other Heritage Values

Strategic Goal:

The heritage values of the place are respected by all those whose decisions or actions affect the Site.

A third element of commemorative integrity is demonstrating respect for the Site’s other heritage values. Beyond values of national historic significance, the heritage values associated with the S.S. Klondike National Historic Site of Canada include the role played by the city of Whitehorse as an important shipment point on the Yukon inland water transport system. Heritage values also include understanding the role and history of Whitehorse as a supply centre, a trans-shipment point between rail and river boat and a location of important shipyards and ways.

The role of the S.S. Klondike National Historic Site of Canada as an introduction to the related cultural and natural heritage of Yukon waterways is another associative value. For many visitors, it is their first, or in some cases only, exposure to the rich natural and cultural heritage of the Yukon inland waterways. These additional heritage values comprise the related histories and inter-relationships of the S.S. Klondike with other northern sites such as the MV Tarahne in Atlin, the Thirty Mile Heritage River, S.S. Keno National Historic Site of Canada, Canyon City and Fort Selkirk.

Other heritage values also include the Level II cultural resources managed by Parks Canada, and messages relating to the history of place beyond the themes and period of commemoration. These resources and messages do not relate to the national designation, but are important to the documentation and presentation strategy.
and communication of the history of water transportation in the Yukon. They include:

- authentic period materials used in the restoration of the vessel, but not having a provenance connected to the commemorative intent;
- the Atlin barge; and
- the waterfront site of the S.S. Klondike.

The park-like setting of the S.S. Klondike in Whitehorse has helped make the Site a highly visible and attractive entry point to the City and has enhanced its role as an icon for the community. The marketing association of the Site with other National Historic Sites relating to the Yukon (i.e. Dawson Historical Complex, Dredge No. 4, and the S.S. Keno) is acknowledged. A more general heritage value is the relationship of the S.S. Klondike to the larger family of National Historic Sites across Canada.

**OBJECTIVES**

- work cooperatively with other stakeholders to protect and present the full history and heritage of the inland waterways of the Yukon, including work with other agencies to ensure the “gateway to the Yukon” values of the Site are acknowledged;
- manage Level II resources according to Cultural Resource Management Policy;
- communicate to the public context messages pertaining to Whitehorse and the S.S. Klondike;
- maintain the waterfront setting of the S.S. Klondike;
- effectively communicate the vessel’s relationship with other National Historic Sites in the Yukon; and
- communicate the S.S. Klondike’s membership in the larger family of National Historic Sites.

**Current Situation**

The S.S. Klondike is a major attraction in the city of Whitehorse and is seen as an anchor and focal point of the riverfront area. Parks Canada continues to work with other stakeholders to ensure that the sense of place for the waterfront is sustained.

**KEY ACTIONS**

- **assess the Site’s current presentation program to develop and implement a presentation strategy that:**
  - presents the Site’s Level II messages, establishes broad public and client learning objectives for them, and monitors public understanding of them;
  - offers a variety of on-site and outreach programs designed to gain a broad public and client understanding of the Site’s Level II messages;
  - identifies and presents thematic linkages with other National Historic Sites;
- **develop and implement a strategy to preserve and maintain all Level II resources;**
- **collaborate with local authorities to protect the heritage character of the waterfront; and**
- **collaborate with Parks Canada staff responsible for the stewardship of S.S. Keno NHSC to avoid duplication in the presentation of Level II messages at both Sites.**

Visitors strolling on the sundeck
ACCOUNTABILITY: Parks Canada will ensure opportunities are provided to visitors that enhance public understanding, appreciation, enjoyment and protection of the cultural heritage, appropriate to the S.S. Klondike as a National Historic Site of Canada.

To fulfil the mandate of National Historic Sites, it is important that people continue to experience the S.S. Klondike National Historic Site of Canada in ways that respect its national significance. As such, Parks Canada will support and encourage opportunities to enhance public understanding, appreciation, enjoyment and protection of the national heritage that are appropriate to the vessel as a National Historic Site.

Parks Canada is committed to ensuring that the S.S. Klondike remains a place for people. To enable this, specific management objectives and actions for visitor use have been defined. These objectives and actions for visitor use will be carried out within the context of the commemorative integrity management objectives and actions, as well as Parks Canada’s stewardship of the Site.

3.1 Heritage Tourism

**Strategic Goal:**
To provide opportunities for the public to enjoy high-quality, authentic leisure and travel experiences that are appropriate to the purpose of the National Historic Site.

**Objectives**
- develop and market opportunities for high-quality heritage experiences;
- ensure heritage tourism is an integral part of Site operations; and
- work with the regional tourism industry to promote the understanding and implementation of a heritage tourism strategy for the Site.

**Current Situation**
Tourism continues to be a significant sector of the Yukon economy and the community of Whitehorse plays a significant role in the regional tourism industry. To support the regional economy, tourism opportunities provided for in the stewardship of the S.S. Klondike National Historic Site of Canada will continue to embrace opportunities that focus on the national significance of the Site. Visitor statistics since 1988 for the S.S. Klondike National Historic Site of Canada are illustrated in Figures 5 and 6.

**Figure 5. Annual Visitation, S.S. Klondike**

![Chart showing annual visitation from 1988 to 1998](image-url)
Most visitors to the S.S. Klondike can be identified as belonging to one of four groups:

- older retired package tour travellers;
- older retired independent touring travellers;
- package (ecotourists) outdoor adventure travellers; and
- non-package (independent) outdoor adventure travellers.

**KEY ACTIONS**

- collaborate with local, regional and territorial authorities to collect and analyse visitor research to identify and take appropriate actions to encourage and provide essential Site presentation and services to meet visitor needs;
- collaborate with various tourism businesses and authorities to encourage the development and promotion of tourism products and services associated with the Site that enhance visitor understanding of the Site’s Level I messages;
- collaborate with local and territorial government as well as tourism industry associations to market tourism opportunities and services in the region and local community;
- collaborate with community businesses and organizations to support, where economically feasible, shoulder-season tourism opportunities associated with the Site;
- collaborate with other protected heritage sites/organizations/agencies to promote heritage tourism opportunities at the regional and national level;
- collaborate with accredited education programs to develop and implement heritage interpretation accreditation and certification; and
- provide the tourism industry with timely information about fees, tourism opportunities and visitor safety as well as impacts to the commemorative integrity of the Site.

### 3.2 Visitor Services

**Strategic Goal:**
To provide a range of recreational and tourism opportunities, facilities and services that enable visitors with varying interests and abilities to have a high-quality experience at the Site.

**Current Situation**

The Site is open from mid-May to early September. Facilities on-site include the Visitor Services Building; the S.S. Klondike and the Atlin barge (with audio-visual tent); driveways and paved parking lots for up to 27 automobiles, 9 buses or automobiles with trailers, and 14 recreational vehicles; and gravel paths and green space for picnicking. Washroom facilities are limited and are located in the Visitor Service Building. The Site is accessible to the physically disabled.
**OBJECTIVE**
- provide visitor services and facilities, in a safe and healthy manner, appropriate for identified visitor markets to the Site.

Visitor services are focused on reception and orientation at the Visitor Services Building, followed by a guided interpretative tour of the vessel itself. Audio-visual orientation is presented at the *Atlin* barge. In addition to heritage programming about the *S.S. Klondike* and river navigation in the Yukon, the Site also provides information on other Parks Canada sites in the territory through pamphlets as well as other literature. Public access to the *S.S. Klondike* is by guided tour only.

Parks Canada requires its field sites to establish services and facility user fees/revenue based on the principles of fairness and appropriateness to the user groups. These fees support a federal government policy to shift the burden of paying costs of services from taxpayers to those users and consumers who benefit most directly from them. The Site’s interpretive program continues to be delivered through a third party, with a portion of the revenue generated being returned to the Site. Fees are set by the third party as part of the licence of occupation agreement, and not by Parks Canada.

**KEY ACTIONS**
- prepare and implement a Site development strategy to provide appropriate visitor services, including visitor reception, parking and access facilities;
- collaborate with other tourism operators/authorities and local businesses to provide visitors with an orientation to events, programs and services available in the community and surrounding region;
- collaborate with local authorities and disability support organizations to develop and provide alternate methods of presentation access, both physical and intellectual;
- design and deliver Site programs which are appropriate to various client groups and which will provide basic comfort and safety;
- monitor visitor statistics on a regular basis and use market trends to guide investment, operational and marketing decisions for the operation of the Site;
- as conditions warrant, replace signs and information to conform to the Parks Canada corporate identification strategy;
- give priority to protecting and presenting the Site’s Level I resources and messages in the provision of visitor services and facilities.
ACCOUNTABILITY: In achieving results of protection and presentation for the S.S. Klondike, leadership is established by example, by demonstrating and advocating environmental and heritage ethics and practices, and by assisting and cooperating with others.

Stewardship involves both leadership and participation. Varying degrees of cooperative action are inherent in all of Parks Canada’s heritage activities. Parks Canada promotes the concept of an integrated family or network of heritage areas, and cooperates with provinces and territories in their protected area and heritage strategies.

4.1 Working With Others

Strategic Goal:
To ensure key policy, land-use, and planning decisions are made in a timely and fair manner, are consistent in their approach, and are arrived at in an open and participatory manner.

Current Situation
National Historic Sites operated by Parks Canada belong to the people of Canada. Involving Canadians in planning and managing the S.S. Klondike helps to ensure sound decision-making and public understanding and provides opportunities for them to contribute their knowledge, expertise and suggestions. Parks Canada continues to work with a broad range of government agencies, the private sector, groups and individuals to achieve mutually compatible goals and objectives. These relationships have been formed through partnerships, regional integration, cooperative arrangements, formal agreements and open exchanges with other interests, including adjacent districts and communities. Parks Canada continues to work with the Tourism Industry Association, City of Whitehorse, and Yukon Department of Tourism in the management and promotion of the Site.

Objectives
- demonstrate respect for all interested parties through ensuring public involvement at key points and decisions in the Parks Canada program;
- provide opportunities for the public to contribute their knowledge, expertise and suggestions concerning any aspect of the Parks Canada program; and
- welcome and develop relationships with other levels of government and organizations and nurture existing alliances and relationships with the community and local organizations.

Key Actions
- collaborate with the local community, appropriate agencies and other interests in preparing any major developments and in the ongoing management of the Site;
- collaborate with the Yukon government, post-secondary educational institutions and

Construction of a new parking lot in partnership with the City of Whitehorse, 1997
other agencies to develop and implement education, outreach, interpretation and marketing opportunities associated with the Site; and

- encourage volunteers, community groups, local associations and the general public to contribute to the development and operation of the Site.

4.2 Operations and Administration

Strategic Goal:
To apply fundamental accountabilities, as outlined in the Parks Canada Business Plan, to the administration and operation of the Site.

Objectives

- adhere to policies and guidelines specific to Historic Sites as outlined within Cultural Resource Management and National Historic Sites Policy as well as the broader Parks Canada program;

- establish leadership by example, demonstrate and advocate environmental heritage ethics and practices, and cooperate with others;

- ensure commemorative integrity and service to clients, and use public funds in a wise and efficient manner; and

- undertake a comprehensive evaluation of the Site’s security and safety program to identify current and future security and safety requirements.

Plan Implementation

Parks Canada will continue to focus on maintaining the Site’s commemorative integrity and on providing appropriate and cost-effective visitor services. It will use its business and work planning process to consider the delivery and improvement of Site operations, describe management strategies for plan implementation and prepare reports on the state of the Site. The business planning process will provide the mechanism to address the goals, objectives and management actions prescribed in this plan.

Current Situation

The Site is currently administered by the Yukon Field Unit Whitehorse office, where the Site Superintendent is located. Maintenance facilities are also located in Whitehorse.

Key Actions

- develop and implement a strategy for a phased approach to the appropriate stabilization of Level I and Level II resources, providing a series of costed projects for the Site;

- consult with affected interests in proposals to change Site user fees (does not affect fees set by licensee);

- develop and implement safety and security guidelines for the Site to meet occupational health and safety standards;

View of the wheelhouse
• develop and implement an emergency preparedness strategy for the Site;
• commit appropriate resources to full operation of the Site from June to mid-September, with a modest outreach program in the off-season;
• utilize State of the Parks reporting to Parliament to monitor the state of the Site’s commemorative integrity;
• review the structural and functional condition of the Site operations support infrastructure and develop and implement a strategy to meet operational and administrative needs;
• conduct strategic environmental assessments of the Site management and sub-activity plans subject to the Environmental Assessment Process for Policy and Program Proposals; and
• utilize the Canadian Environmental Assessment Act, or its likely replacement, the Yukon Development Assessment Process, to assess the environmental impacts of projects before they are undertaken.

4.3 Management Plan Environmental Assessment

An environmental assessment review of this Management Plan was conducted in accordance with the Environmental Assessment Process for Policy and Program Proposals Cabinet directive. The screening was carried out early in the Management Plan review to ensure that the environmental effects of plan initiatives were considered before irrevocable decisions were made. A companion document, Environmental Assessment of the S.S. Klondike National Historic Site of Canada Management Plan, provides a detailed account of the results summarised here.

A workshop was conducted to identify Management Plan proposals capable of producing adverse environmental effects. The plan proposes restoration and maintenance of the vessel. Plan implementation is therefore unlikely to generate significant environmental effects. Standard restoration and maintenance techniques will be employed. The impacts of these activities are insignificant or can be successfully mitigated with known technology. The vessel is no longer operational and will be utilised solely as an educational and heritage facility featuring static exhibits and guided walking tours.

Several initiatives in the draft Management Plan may result in increased visitation. A strategy should be developed to monitor and manage visitor impacts to cultural and natural resources at the Site.

Portions of the Management Plan are conceptual and lack the detail necessary to assess environmental impacts. Further information is required before these initiatives and the projects they will generate, can be adequately assessed. As specific projects are developed they will undergo environmental screening pursuant to the provisions of the Canadian Environmental Assessment Act (CEAA). Appropriate mitigative measures will be included in the assessments. Projects will not be implemented prior to environmental assessment review and approval from a responsible authority under the CEAA.

View of the S.S. Klondike from across the river
The management plan provides long term strategic direction for Site managers. It is a framework for more detailed planning and decision-making, and a strategic reference for capital expenditure forecasts and future management and operations. Implementation of the plan is the responsibility of the Superintendent and Field Unit Staff.

While the management plan establishes a long range vision for the site, it focusses on actions within a five year time frame. This implementation strategy sets out a series of priority actions for the next five years, all of them affordable within the current resources of the Yukon Field Unit.

The priorities will be linked directly to the Site’s business plan and to the three year business planning cycle and will cover the five year life of the management plan. They will be grouped according to Parks Canada’s service lines as part of the new planning, reporting and accountability structure. The priorities will lead to results in the main areas of accountability:

1) Ensuring commemorative integrity.
2) Improving service to clients
3) Making wise and efficient use of public funds.

Progress will be determined through annual reporting on business plan performance and through the State of the Parks reports which are issued regularly.

The priority actions to be achieved over the next five years that are linked to the management plan are:

- Continue stabilization of S.S. Klondike.
- Develop, on the Site’s web site, an outreach/education program, particularly targeted to engage youth
- Monitor Heritage presentation effectiveness through the completion of annual surveys (including continuation of the national client survey).
- Prepare a new interpretive strategy for S.S. Klondike NHSC
- Conduct an annual review of training needs of third party concessionaire and staff to ensure professional delivery of program
- Develop a marketing strategy for the Site with emphasis on social marketing and understanding changing visitor behaviour
- Meet with key carriers to re-establish bus tour visitation to the S.S. Klondike
- Participate actively in the City of Whitehorse waterfront development project
| **Glossary** |
|------------------|---------------------------------------------------------------------------------------------------------------|
| **Commemorative Integrity** | A historic place may be said to possess commemorative integrity when the resources that symbolize or represent its importance are not impaired or under threat, when the reasons for its significance are effectively communicated to the public, and when the heritage value of the place is respected. |
| **Cultural Resource** | A human work or a place which gives evidence of human activity or has spiritual or cultural meaning, and which has been determined to have historic value. |
| **Cultural Resource Management** | Generally accepted practices for the conservation and presentation of cultural resources, founded on principles and carried out in a practice that integrates professional, technical and administrative activities so that the historic value of cultural resources is taken into account in actions that might affect them. In Parks Canada, Cultural Resource Management encompasses the presentation and use, as well as the conservation of cultural resources. |
| **Federal Heritage Building Review Office** | An interdepartmental advisory body responsible for identifying which federal buildings merit designation as federal heritage buildings, and for monitoring the conservation and continued use of these buildings. |
| **Heritage Tourism** | An immersion in the natural history, human heritage, the arts and philosophy, and the institutions of another region or country that creates understanding, awareness and support for the nation’s heritage. |
| **Historic Sites and Monuments Board of Canada (HSMBC)** | A board of appointed members representing all provinces and territories of Canada, which reports to the Minister (of the Environment). The Board receives and considers recommendations regarding the commemoration of historic places, the establishment of historic museums and the administration, preservation and maintenance of historic places and historic museums, and advises the Minister in the carrying out of his or her powers under the *Historic Sites and Monuments Act*. |
| **Historic Value** | Historic value is a value or values assigned to a resource, whereby it is recognized as a cultural resource. These values can be physical and/or associative. |
| **Level I Cultural Resource** | A cultural resource that is of national historic significance. It directly relates to the reasons for a site’s national significance. |
Level II Cultural Resource: A resource that is not of national historic significance may have historic value and thus be considered a cultural resource.

Management Plan: A management plan is a strategic guide to future management of a national park, national historic site of Canada or national marine conservation area. It is required by legislation, guided by public consultation, approved by the minister responsible for Parks Canada, and tabled in parliament. It is the primary public accountability document for a national park, national historic site of Canada or national marine conservation area.

National Historic Site of Canada: Any place declared to be of national historic interest or significance by the Minister responsible for Parks Canada.

State of the Parks Report: Biennial report which assesses the ecological and commemorative integrity of Canada’s national parks and national historic sites, services offered to visitors, and progress in establishing new heritage places. It is approved by the Minister and tabled in Parliament.

World Heritage Site: A cultural or natural site that is designated as having outstanding universal value by the World Heritage Committee, according to its criteria. The committee was established to oversee implementation of UNESCO’s 1972 World Heritage Convention.

Yukon Field Unit: An administrative unit of Parks Canada, based in the Yukon, responsible for the management of the following heritage places: Chilkoot Trail NHSC; S.S. Klondike NHSC; S.S. Keno NHSC; Dawson Historical Complex NHSC; Dredge No. 4 NHSC; Kluane National Park/Reserve and Vuntut National Park.