Tséi Zhéłe
Sinwaa Éex'i Yé
Conrad Historic Site

Interpretive Plan

July 2021

CARCROSS/TAGISH
FIRST NATION

Yukon

Contents

Acknowledgements

The Conrad Historic Site Steering Committee would like to thank the Carcross/Tagish First Nation Citizens, the community of Carcross and the many people of the Yukon who have provided their comments and input on the interpretive approach for the Tséi Zhéłe / Sinwaa Éex'i Yé / Conrad Historic Site.

The Interpretive Plan reflects the care and understanding that Yukon residents have for their heritage places.

1 Introduction

1.1 Site Description

Tséi Zhéłe (Tagish "Howling Rock") / Sinwaa Éex'i Yé (Tlingit "Grey ridge yelling place") / Conrad Historic Site lies within the traditional territory of the Carcross/ Tagish First Nation, 14km south of Carcross, along the shores of Tséi Zhéłe Méne', also known as Windy Arm, Tagish Lake, in the Southern Lakes Region of the Yukon.

Conrad Historic Site is approximately 33 hectares in size, though only a portion of the total area is currently easily accessible to the average visitor as the land slopes steeply and is largely covered in dense vegetation.

The Site is bounded on the north by the Conrad Campground; on the east by Windy Arm, Tagish Lake; on the south by Big Thing Creek; and on the west by the South Klondike Highway and Montana Mountain.

The Site can be accessed by car from the South Klondike Highway, which links Skagway, Alaska to Whitehorse, Yukon. Turning off the South Klondike Highway, visitors to the Site reach the main entrance via Conrad Road, which is shared with Conrad Campground. Conrad Road leads to the parking area, which is just outside the main entrance to Conrad Historic Site. From that point, there is walk-in access to the Site.

In addition to the main entrance at the north end, there is also an entrance at the south end of the Site. A gravel road (historically Armour Avenue) bisects the Site and connects the north and south entrances. A secondary road forks off from the main road, looping around towards the waterfront where the legacy campsites and day use area is located.

There is also an informal foot trail that leads from the road up to the first tramway tower. Currently, this trail is not easily accessible as the terrain is steep and there is considerable vegetative overgrowth.

The Windy Arm area provided many natural resources to the Carcross/Tagish people as they moved across the land following the seasons for fishing and hunting. They have sustained connections with the area for thousands of years, evidenced in archaeological records, regional place names and through oral histories.

For a short period of time at the beginning of the twentieth century this area became a mining industry hub which saw great economic investment. A large number of settlers came to the area, leading to the development of Conrad City.

There are some historic features and artifacts remaining scattered across the site as well as artifacts and remains in the form of middens and depressions that are indicative of the period of mining and settlement. However, many pieces of evidence and artifacts have been removed from the site by the public over the years or they were lost to the elements.

2 Background

2.1 Plan Summary & Process

Building on the framework set by the Heritage Management Plan, this Interpretive Plan is focused on the development of interpretation at Conrad Historic Site.

Plan Purpose

This plan will provide guidance on the development and implementation of considered interpretive strategies at Conrad Historic Site. With the careful addition of interpretation will come new opportunities to share the multifaceted story of the Site with visitors through storytelling, community learning and programming.

The strategies outlined within this plan have been developed with careful consideration for the natural beauty and authentic historic value of the Site.

The plan was developed by both the Carcross/Tagish First Nation (C/TFN) and Government of Yukon (YG) to relay the significant cultural, historic and natural values of Conrad Historic Site.

Planning Phases

Phase 1: Interpretive Analysis

- Assessing Needs
- Information Gathering
- Preferred Options

Phase 2: Draft Interpretive Plan

- Drafting the Plan
- Plan Review & Amendments

Phase 3: Interpretive Plan & Manual

- Phased Implementation
- Meaningful & Authentic Interpretation
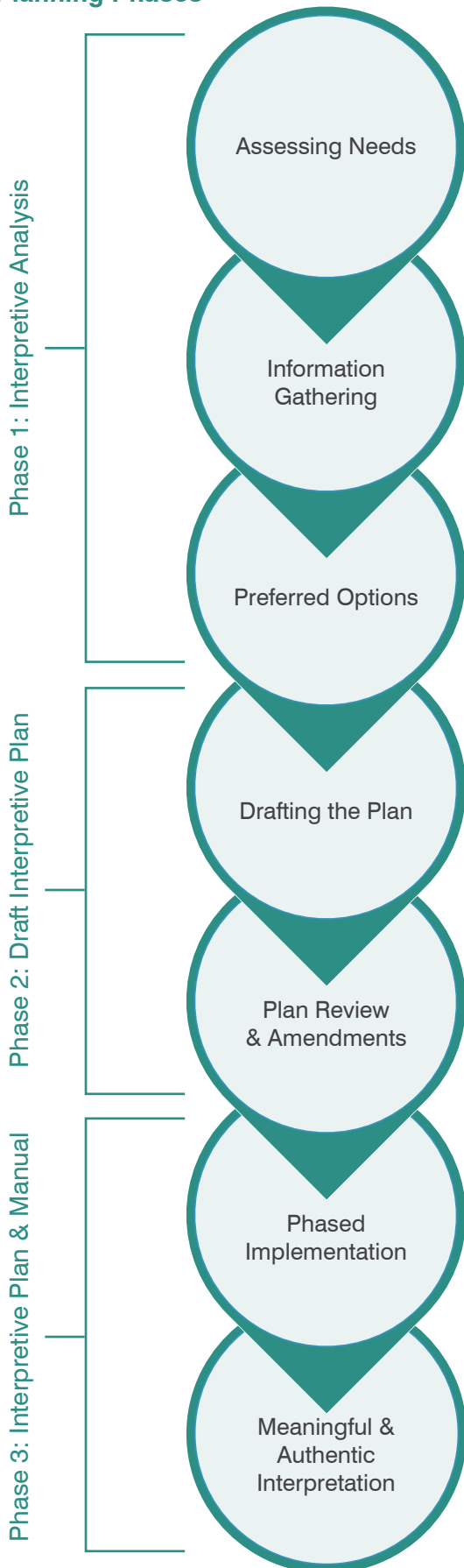
Planning Process

The planning process for Conrad Historic Site was collaborative, involving guidance from a six-member Steering Committee consisting of three members from the Carcross/Tagish First Nation and three members from the Government of Yukon:

- Art Johns, Carcross/Tagish
- Colleen James, Carcross/Tagish
- Derek Grose, Carcross/Tagish
- Deborah Baerg, Carcross/Tagish (Alternate)
- Barbara Hogan, Historic Sites, YG
- Rebecca Jansen, Historic Sites, YG
- Ty Heffner, Archaeology, YG

Shannon Van Bibber, Historic Sites Planner, and Clare Daitch, Interpretive Planner, Government of Yukon (YG), provided support to the Committee and the consultants through the multiple phases of the planning process.

Plan Implementation

This plan does not advocate for making significant changes or developments to the site but instead aims to create an unobtrusive, yet enhanced visitor experience guided by the principles of sustainable tourism.

This plan has been developed with a phased implementation strategy in mind, allowing for the addition of interpretation to the Site as time and budget allow.

With implementation, a period of evaluation and review should occur every 5-10 years to ensure meaningful and authentic interpretation is achieved.

2.2 Site Description: History & Features

Site History

Following the trails of their ancestors, Carcross/Tagish people used the site for harvesting berries and plants for medicinal purposes during the summer and fishing and hunting year-round in the area.

Use of the site by Carcross/Tagish people was punctuated by the development (1905) and subsequent abandonment (1914) of the Conrad townsite.

After silver and gold were discovered on Montana Mountain an intense period of exploration and development in mining began.

By 1905, 'Colonel' John Howard Conrad, an American entrepreneur, had purchased most of the mining rights on Windy Arm, and started to develop his mining operation there.

Conrad townsite was developed by Colonel Conrad to support these mining activities and featured several hotels and restaurants, warehouses, grocery stores, a telegraph office, tramway terminal, wharf, newspaper, reading tent (library), hospital, two churches, a Royal North-West Mounted Police office, school, and an assortment of commercial and residential buildings.

As the mining enterprise failed, the community was abandoned. Over time, many of the buildings that had been constructed in the town had been relocated to nearby Carcross, where they can still be seen today.

In the 1970s, with the construction and opening of the South Klondike Highway, visitors from outside Carcross began to visit the site for recreational purposes.

The site continues to be a place for the local community to visit for a variety of reasons, including, connecting to the land, harvesting, and recreation. The site is valued enough by C/TFN that it was included in the C/TFN Self-government agreement in 2005.

Cultural Landscape Features

Conrad Historic Site will be interpreted as a cultural landscape. A cultural landscape is any geographical area that has been modified, influenced or given special cultural meaning by people and that has been formally recognized for its heritage value.

Interpretation at Conrad Historic Site will address the following landscape and historical features:

- **Evidence of land use:** Use by the C/TFN as well as the short-lived mining settlement;
- **Evidence of traditional practices:** Oral histories and place names, as well as archaeological resources indicate that the area has been used for camping, fishing, hunting, and harvesting berries and medicinal plants;
- **Land patterns:** The topography of the area provided an ideal site for harvesting and eventually a townsite;
- **Spatial organization:** Openings in the forest are found along the beach, along Armour Avenue, and on the trails. The openings are defined by the tall forest that surrounds them and remaining historical features, while Montana Mountain rises above the forest cover, providing a sense of scale;
- **Visual relationships:** Views at Conrad include along the beach, north and south along the lake, at Chílíh Dzéłe' (Montana Mountain/Gopher Mountain) and Dall Peak; close-up views of the built heritage features include building depressions, abandoned mining equipment and tramline towers; there are also views into from Armour Avenue;
- **Circulation:** A hierarchy of trails and paths provide access to most of the site and the heritage resources, including Armour Avenue (the service road), which leads from the entrance of Conrad Campground and runs across the site to Big Thing Creek; the access road connects with the South Klondike Highway;
- **Ecological features:** The vegetation includes a few specimens of spruce and a dense understorey of willow, aspen, alder, soapberry, prickly rose, raspberry, kinnickinick and grasses; fish and animals come to the site to take advantage of the abundance of vegetation;
- **Landforms:** The landforms at Conrad vary, from the naturally occurring steep upper slopes of Montana Mountain to the gentler slope of the terrace;
- **Water features:** Include Big Thing Creek, a narrow, winding stream that originates high up on Chílíh Dzéłe' and empties into Tséi Zhéłe Méne'/Windy Arm, a part of Tagish Lake that contributes to a rich fish habitat and supported the vessel traffic that was vital for the townsite and mining;
- **Built heritage features:** Includes two cabin remnants, the tram terminal, three tram towers, a cold storage structure and a double outhouse.

These features provide important natural and cultural resources for the interpretation of the Site, as explored in Section 4.2: Interpretive Resources.
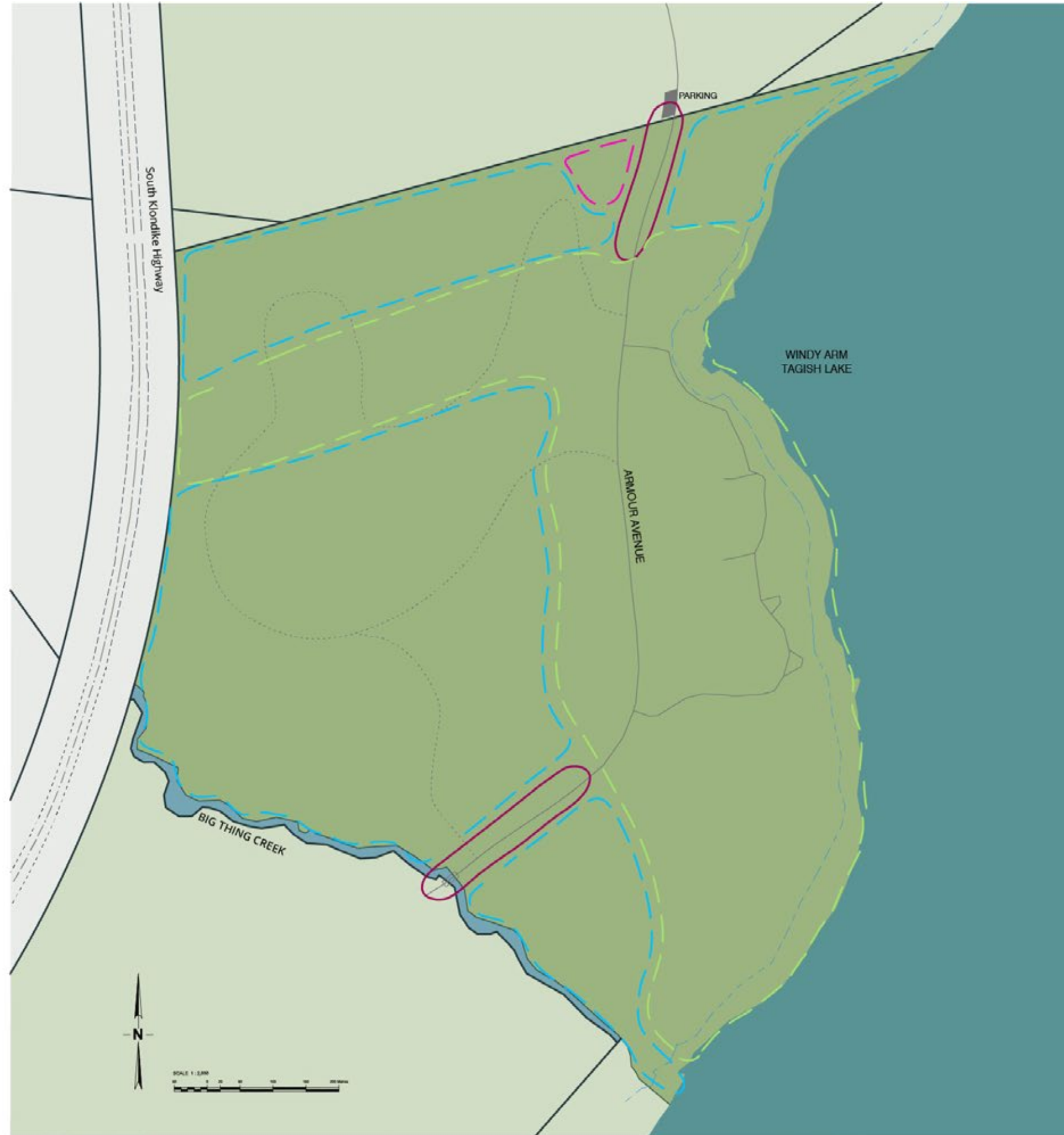
Additional site history and cultural landscape information can be found in the *Appendix: Tséi Zhéłe / Sinwaa Éex'i Yé / Conrad Heritage Management Plan*.

Conservation Zones

The Heritage Management Plan has identified four conservation zones for Conrad Historic Site that have been determined by the variety of resources found within them. These zones have informed the interpretive approach recommendations in this Interpretive Plan.

Zone	Overview	Implication for Interpretation
Access Zone	The north and south entrance areas to the site will introduce the historic site to the visitor.	Arrival Experience: ■ Entrance 'gateway'; ■ Introductory and orientation information for Conrad.
Natural Zone	This area includes the lands surrounding the townsite core and extending west to the South Klondike Highway; it consists of forested areas where natural processes dominate.	Circulation and Exploration: ■ Wayfinding elements as required to help visitors find their way along trail system (as developed); ■ Minimal interpretive signage along new trails.
Historic Zone	This includes archaeological sites, the townsite, built heritage features, depressions of former building locations, the trails and paths; it contains sites for day-use activities and camping.	Focused Interpretation: ■ Convey the key stories of Conrad Historic Site; ■ Identify key natural and remaining built heritage features of the site; ■ Protect sensitive elements by situating interpretive products and trails away from these areas.
New Amenities Zone	Located at the northern boundary of the site, between the Conrad Campground and the Historic Zone, this zone is the area in the heritage site where new structures may be considered.	Possible future growth: ■ This zone is ideal for further development.

A map indicating these zones appears on the following page. A full description of each zone is included in the *Appendix: Tséi Zhéłe / Sinwaa Éex'i Yé / Conrad Heritage Management Plan*.

Site Plan
Conservation Zones

PARKING

WINDY ARM
TAGISH LAKE

South Klondike Highway

ARMOUR AVENUE

BIG THING CREEK

Access Zone
New Amenities Zone
Natural Zone
Historic Zone

N

SCALE 1 : 5,000

3 Vision, Goals & Objectives

3.1 Vision Statement

The Tséi Zhéłe / Sinwaa Éex'i Yé / Conrad Historic Site is a place for sharing, protecting and reconnecting with our heritage and culture.

All interpretation at Conrad Historic Site will support the vision as developed in the Heritage Management Plan.

Interpretation will celebrate the culture of the Carcross/Tagish First Nation and their relationship to the site, along with the landscape's unique character and defining features, layering the history of mining and recreation with the experience of Indigenous use, languages and traditions.

3.2 Interpretive Goals & Objectives

The success of the Conrad Historic Site Interpretive Plan will be measured by the achievement of the Plan's stated goals. In support of the Vision, the goals and objectives of the Conrad Historic Site Interpretive Plan are defined as:

Goal 1: Encourage public awareness of, and appreciation for the multi-layered history of the historic site.

Objectives:

- Interpret the multi-layered history of the Site.
- Provide infrastructure and interpretive media to facilitate historical and cultural understanding of the Site.
- Share stories about the rich history of the Site.
- Interpret the link between the Site and the historic and economic development of Yukon.

Goal 2: Bring forward C/TFN culture, perspectives and the language through stories of Tséi Zhéłe / Sinwaa Éex'i Yé / Conrad Historic Site.

Objectives:

- Encourage C/TFN's ongoing traditional practices on-site.
- Highlight Tagish and Tlingit languages and place names in the written components of the Site's interpretation.
- Interpret the unique ecological, cultural and historical relationships of the C/TFN throughout the area.

Goal 3: Provide a greater understanding of how diverse land relationships influenced usage patterns and impacts.

Objectives:

- Encourage visitors to reflect on their relationship to the land and impact of usage.
- Interpret the region as a way of understanding land relationships and usage patterns.
- Foster understanding and appreciation of the land and heritage resources on the Site for all visitors.

4 Audience & Market Analysis

4.1 Audience Groups

Understanding who your audience is, and identifying their needs is a critical component of any interpretive planning process as it forms the basis for selecting the ideal strategies and solutions to best engage them.

The Conrad Historic Site Heritage Management Plan broadly defines the site's four main visitor groups and their typical habits and patterns of use:

- Citizens of Carcross/Tagish First Nation
- Other Yukon Residents
- Conrad Campground Users
- Visitors from Outside Yukon

Audience Groups: Citizens of Carcross/Tagish First Nation and Other Yukon Residents

Likely to have visited prior the development of the adjacent campground, and may continue to use the site as a place for reconnection.

From the surveys conducted and feedback received at the public sessions, it was clear that visitors to Conrad Historic Site tend to access and enjoy the site in a variety of ways.

- 22% of participants answered that they like to visit Conrad to experience the history of the site, while 30% of participants indicated that they visit Conrad to participate in outdoor activities like fishing and hiking.

- 50% of participants answered that they typically access Conrad Historic Site by car, while only 25% of participants indicated that they typically access the site by boat. The remaining 25% either didn't respond, or indicated they accessed the site by another method (such as by foot).

These responses and others played a critical role in shaping the development of the solutions and strategies presented within this Interpretive Plan. Together, these survey responses helped to illustrate what people value about Conrad, thus highlighting key operational and management considerations to remain aware of as different interpretive initiatives are introduced.

The survey responses also helped to identify stories, themes and interpretive strategies on which to build the interpretive framework and interpretive approach.

Audience Group: Conrad Campground Users.

Some campers from the Conrad Campground are already visiting the historic Site, however patterns of visitation to the site by this group are not yet known.

Conrad Campground, which offers 35 total sites, opened in 2016. Since then, visitation has been growing annually, as seen from the campground user information provided by Environment Yukon:

- 2018: 3,654 campground users
- 2019: 4,313 campground users

However, an average user rate has not yet been determined and additional information about visitation behaviour on-site is not yet known.

Audience Group: Visitors from Outside Yukon

According to available tourism data for Carcross and the wider Yukon, visitors to Conrad that come from outside Yukon are often travelling between Whitehorse and Skagway, either as independent travellers or with a tour group. This data is supported by the expected patterns of access and use identified in the Heritage Management Plan.

In addition to analysis of the public surveys, a selection of tourism data and reports were also reviewed. As a newly established historic site, there is no data available that is specific to Conrad Historic Site. The reports reviewed, therefore, focus instead on Carcross and the wider Yukon, and thus, can only serve to provide a broad picture of general tourism and market trends.

Based on the information and data presented within these reports, it is clear that there is considerable traffic through nearby Carcross between May and September annually. The 2018 year-end Yukon tourism report reported attendance of 97,861 visitors to the Carcross Visitor Centre between May and September. Most of these visitors are only spending a few hours within Carcross, then heading on to Alaska or Whitehorse.

The 2016 Community Visitor Survey for Carcross also provided helpful information about how visitors to Carcross typically spend their time. This survey found that 95% of visitors who pass through Carcross spend one day or less, which is not surprising given that there are few options for overnight accommodations, the Carcross RV park, the C/TFN campground on Airport Road and Conrad Campground. Of these visitors, 73% of people spend only 1-2 hours in Carcross.

This data provides a helpful starting point for thinking about possible patterns of visitation to Conrad Historic Site, which will be critical to ensuring the success of future programming at the site.

Audience Understanding: Implications

To develop a deeper understanding of the potential audience and visitation to Conrad Historic Site, the interpretive planning process included public engagement efforts including public meetings and surveys for feedback.

A review of the responses received from the public surveys and public session, as well as existing tourism data helped to guide the overall vision for this interpretive plan. To truly understand the patterns of visitation to Conrad Historic Site, however, it is necessary to gather further, site-specific data.

Audience Understanding: Recommendations

■ To facilitate the collection of further visitation data it is recommended to install trail counters to collect accurate visitation numbers for the Site until staff is on-site regularly;

■ Collected data should be used to build on the recommendations made within this plan and make important determinations about how to manage, operate and protect the site going forward.

It is also important to note that as interpretive activities, like programming, are introduced at the site it will be possible to get more detailed and accurate information about visitors and their motivations that can then be used to refine and direct future interpretive and site initiatives.

■ Observations of on-site staff and results from visitor surveys should be compiled to gather information about visitors and visitor behaviours at the site.

4.2 Reaching Your Audience

Each of the identified audience groups will have their own expectations and needs. Different types of interpretation will be combined and incorporated to reach everyone effectively.

Within each audience group there are also a variety of visitors' response to interpretation that will depend on their level of education, learning style, personal preferences, as well as other factors like the amount of time that they have available.

Therefore, it is also important to consider reaching audiences through a variety of learning and engagement styles. The Smithsonian Institute developed four broad categories in a visitor experience preference model called **IPOP**. It looks at the following experience dimensions to consider when engaging with audiences:

- **Ideas** (conceptual, facts, abstract thinking),
- **People** (emotional connections, stories of human experiences),
- **Objects** (things, craftsmanship, visual language and aesthetics),
- **Physical** experiences (bodily sensations such as touch, smell, sound and movement).

The range of interpretive media recommended for Conrad Historic Site addresses a range of these different audience interests, as expressed in the *Interpretive Development Approach (Section 5.3)*.

The interpretive plan will be implemented gradually over a period of several years. Throughout this implementation process, the plan's progress must be periodically evaluated.

Measuring Impact

There are many methods for evaluating interpretation and impact with audience groups. A combination of methods will produce the best results, including:

- Comment book and/or feedback form for open feedback, as well as suggestions for improvement (can be done initially before the introduction of on-site staff);

- Observation of visitors to see how they react to interpretive products (including dwell-time), and how much of the Site they explore;

- Annual one-on-one interviews or provided written questionnaires with visitors to get their impressions on the products and media, understanding of the main themes and enjoyment of the Site.

Assessment Frameworks

An excellent framework for assessing the effectiveness of your interpretation may be done by evaluating it against a set of principles (called the Ename Charter) adopted by the International Council on Monuments and Sites (ICOMOS). ICOMOS is a non-governmental organization dedicated to conserving the world's historic monuments and sites.

Components of the assessment framework are:

Access and Understanding: Interpretation and presentation should facilitate physical and intellectual access by the public to cultural and natural sites.

Information Sources: Interpretation and presentation should be based on evidence gathered through accepted scientific and scholarly methods as well as from living cultural traditions.

Context and Setting: The interpretation and presentation of cultural and natural heritage sites should relate to their wider social, cultural, historical and natural contexts and settings.

Authenticity: The interpretation and presentation of cultural heritage sites must respect basic tenets of authenticity.

Sustainability: The interpretive plan for a cultural heritage site must be sensitive to its natural and cultural environment, with social, financial and environmental sustainability among its central goals.

Inclusiveness: The interpretation and presentation of cultural heritage sites must be the result of meaningful collaboration between heritage professionals, host and associated communities, and other stakeholders.

Research, Training and Evaluation: Continuing research, training, and evaluation are essential components of the interpretation of a cultural heritage site.

- ICOMOS Ename Charter for the Interpretation and Presentation of Cultural Heritage Sites, April 10, 2007.

A checklist to guide the assessment of interpretation, developed based on this framework is available as an appendix to the Interpretive Manual.
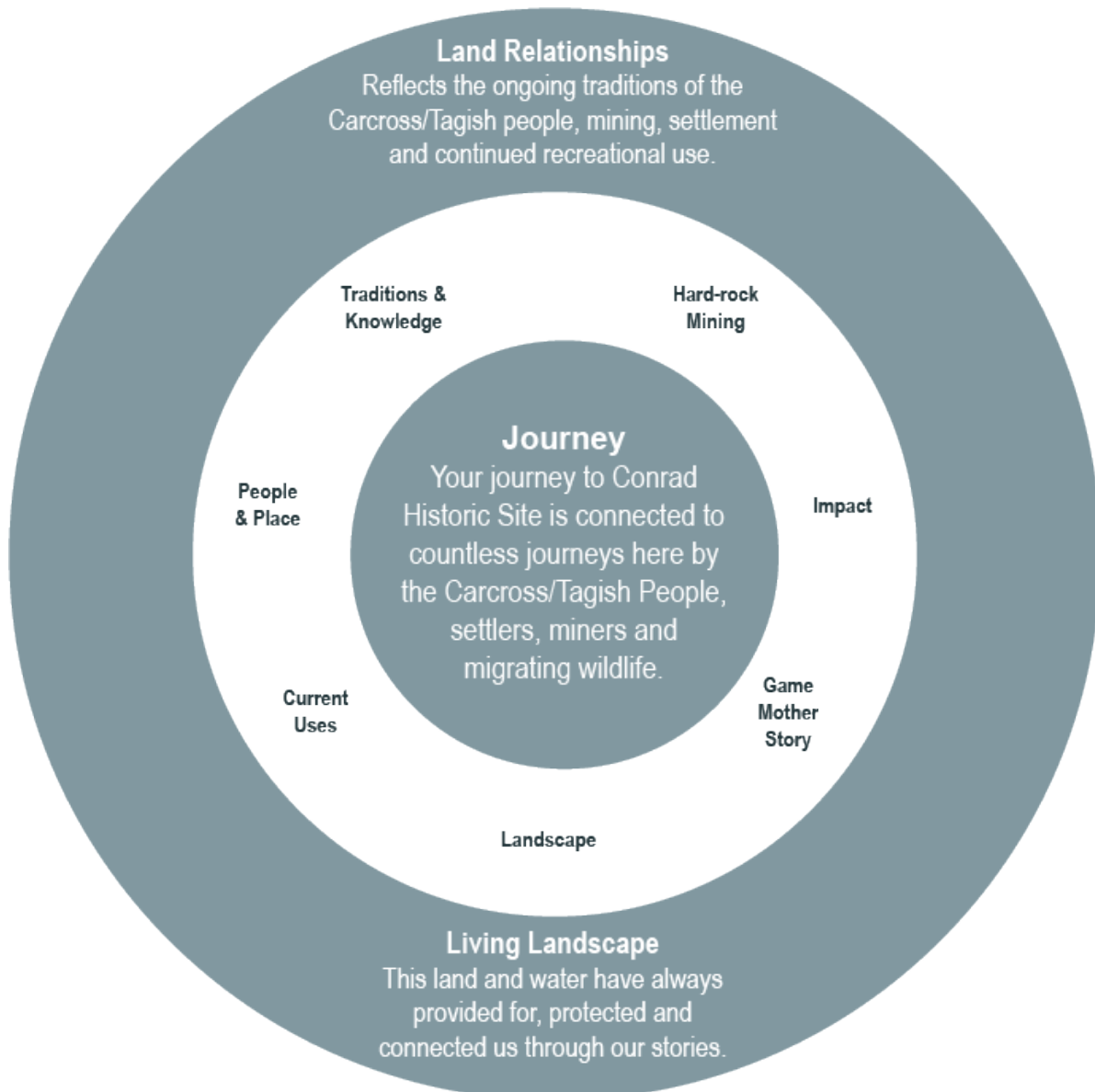
5 Interpretive Approach

5.1 Themes

Determining how best to communicate messages that will connect visitors to Conrad Historic Site is what the Interpretive Planning process is all about.

Once the primary themes, sub-themes and a range of possible topics were identified and organized, the over-arching central concept and main themes emerged.

The diagram below shows the central concept and main theme statements as developed for Conrad Historic Site organized within the framework of 'Journey'.

Land Relationships
Reflects the ongoing traditions of the Carcross/Tagish people, mining, settlement and continued recreational use.

Traditions & Knowledge

Hard-rock Mining

People & Place

Journey
Your journey to Conrad Historic Site is connected to countless journeys here by the Carcross/Tagish People, settlers, miners and migrating wildlife.

Impact

Current Uses

Game Mother Story

Landscape

Living Landscape
This land and water have always provided for, protected and connected us through our stories.

Conrad Central Concept

The central concept speaks to the "big idea" that we want to communicate across the whole interpretive experience at Conrad Historic Site, providing a means to link all of the relevant stories together in a meaningful way.

The central concept for Conrad Historic Site was developed around the organizing principle of *Journey*. Conrad has always been a place marked by both people and animals passing through. The central concept statement for Conrad Historic Site links the visitor experience of journeying to the site with historical journeys that have taken place at Conrad by C/TFN, miners and others.

Conrad Main Themes

Themes can be used to group common storylines into physical or conceptual contexts. The themes of *Living Landscape* and *Land Relationships* relate back to the Central Concept, expanding it further to allow for logical progression into sub-themes and storylines that add depth.

Central Concept	**Journey** Your journey to Conrad Historic Site is connected to countless journeys here by the Carcross/Tagish People, settlers, miners and migrating wildlife.	
Themes	**Living Landscape** This land and water have always provided for, protected and connected us through our stories.	**Land Relationships** Reflects the ongoing traditions of the Carcross/Tagish people, mining, settlement and continued recreational use.
Sub-Themes	*Landscape* The landscape of Conrad Historic Site is shaped by the natural topography, geology and vegetation present in this region providing, protecting and connecting people to the land.	
	Game Mother Story One of the foundational narratives of C/TFN is the Game Mother story, illustrating C/TFN's relationship to the land and animals.	
	Traditions and Knowledge For thousands of years this area has been part of the Carcross/Tagish First Nation peoples' traditions and knowledge, based on Haá kusteeyi (our way of knowing), long before and after the short-lived mining town.	
	Hard-rock Mining The discovery of deposits of gold and silver in the nearby mountains briefly transformed Conrad into an early twentieth century hard rock mining hub in southern Yukon.	
	People and Place From the traditional practices of the C/TFN to the brief period of mining and settlement in the early 20th century, visitors to Conrad have come seeking and experiencing different things, from sustenance to riches, and from labour to relaxation.	
	Current Uses Since the early 1970s, people have also been using the site for recreation. The site will continue to be a place Yukoners will come to for these uses.	
	Impact Physical evidence of mining, industrial development and settlement can be found across the landscape at Conrad Historic Site, demonstrating a contrast to the low-impact traditional land use by many generations of Carcross/Tagish people.	

5.2 Interpretive Resource Analysis

The following Interpretive Resource Analysis table offers an overview of the different elements that together comprise the cultural landscape at Conrad Historic Site, specifying where further research and information is required to ensure representative development of interpretation for the Site.

Gap Analysis: Cultural Landscape Features as Interpretive Resource at Conrad		
Feature	Interpretive Resource	Further Information Required
Evidence of Land Use	Traditions & Knowledge: Traditional place names and oral histories support C/TFN's continuing relationships with the site and area.	Continue to research First Nation use.
	Hard-rock mining, People & Place, and Impact: The remaining mining infrastructure, and the townsite provide a tangible link to past activities, lifestyles and development of the area.	Further research locating type and use of buildings in the townsite.
Evidence of Traditional Practices	Traditions & Knowledge: Existing oral histories will help interpret the traditional activities at Tséi Zhéłe / Sinwaa Éex'i Yé / Conrad Historic Site and the surrounding area.	Oral histories that relate to Conrad Historic Site should be collected and provided as part of the on-site Interpretation.
Land Patterns	People & Place: The topography and surrounding waterways have provided an ideal site for traditional camps and the Conrad townsite.	More information, if it were available, about the layout of the historic townsite would add to the interpretation of the settlement.
	Landscape: Big Thing Creek, Windy Arm and the top of slope topography/South Klondike Highway and Conrad Campground provide clear boundaries for the site.	
	Hard-rock Mining: The tramline, towers and trails connect Conrad to Montana Mountain beyond the Site.	
Spatial Organization	People & Place, Hard-rock Mining & Impact: The physical organization of Conrad has changed over time as the site has been used by different people for different purposes.	More information, if it were available, about the layout of the historic townsite would add to the interpretation of the settlement.
	Landscape: The surrounding topographical features form consistent natural boundaries around Conrad. Natural features also define the physical organization of the site, which have changed over time.	

Gap Analysis: Cultural Landscape Features as Interpretive Resource at Conrad		
Feature	**Interpretive Resource**	**Further Information Required**
Visual Relationships	Landscape and Game Mother: Views in Conrad include Windy Arm, Montana Mountain, across the lake, as well as opportunities to see wildlife.	
	Hard-rock Mining and People & Place: Views throughout the historic site include the built heritage features expressing the Site's history and use.	
Circulation	Current Uses and Impact: The existing trails and paths provide access to and within the site, and to heritage resources. Locations for interpretive devices and programming.	Additional trails may be added to the Site to help guide visitors to see some of the less accessible features, such as the tramway towers.
	The access road connects visitors from Carcross, Skagway and other places to Conrad Historic Site. The lake is another travel route and relates to how people have journeyed to the Site over the years.	
Ecological Features	Landscape, Game Mother Story, and Traditions & Knowledge: The vegetation on-site today provides an opportunity to explore names in Tlingit and Tagish, as well as stories about hunting and berry and plant harvesting.	Continued research and collation of Tlingit and Tagish names for plants and animals.
	Landscape: Conrad Historic Site features a wide variety of different vegetation, which creates a draw for many animals and fish to the resultant habitat.	
Landforms	Traditions & Knowledge and People & Place: The landforms at Conrad made it suitable for the townsite which once thrived here, and continues to be sought after as a place for camping.	
	Landscape: The geology and ecology of the region are represented within the site through topographic features like the sandy gravel/cobble beach, which provide an important backdrop for the site's interpretation.	
Water Features	Landscape, People & Place and Hard-rock Mining: The water features at Conrad include Big Thing Creek and Tséi Zhéłe Méne'/Windy Arm, Tagish Lake. These water habitats support wildlife and modes of transportation to the site.	
Built Heritage Features	Hard-rock Mining, People & Place and Impact: Built heritage features at Conrad include the two cabins, tram terminal and towers, foundations, middens, a double outhouse, and a cold storage structure. Each of these features contribute to the interpretive content for the Site.	

5.3 Interpretive Development Approach

The interpretive approach for Conrad Historic Site uses two main themes to connect people to place, history, and culture. Identified sub-themes can connect to both main themes, and be interpreted through a variety of media.

The chart on the following pages looks at the range of interpretive media recommendations for Conrad Historic Site, including audience group and engagement information, what themes/sub-themes will be explored and how it will be experienced.

NOTE: All the interpretive elements represented align with Heritage Management Plan recommendations.

Recommended Interpretive Development for Conrad Historic Site				
Interpretive Media	Audience Engagement	IPOP	Themes	Visitor Experience
Brochures	Aimed at all audience groups, but especially useful for those unfamiliar with the Site (including *campground users* and *tourists*), brochures will be available both off and on-site providing orientation information to any visitors as a trip-planning resource.	Ideas	Both the brochure and website, will introduce the central concept (Journey) and two main themes (Living Landscape and Land Relationships) to visitors.	Using the brochure and/or website will give visitors the opportunity to learn some information about the Site before or upon arrival. This trip-planning opportunity will help visitors make the most of their time at Conrad Historic Site.
Website	Information could go on a variety of existing websites (for example, Yukon.ca). Aimed at *tourists*, information on the website will be an important pre-arrival trip-planning resource for those unfamiliar with the Site.	Ideas		The brochure and/or website will also appeal to those who are not able to visit the site, but who wish to see what is there.
Entrance Gateway(s) ■ Threshold Markers	Markers will be low-content forms of signage, featuring only the site name and logo. These are visual markers that signal to visitors that they are entering a special place.	Ideas, Objects	Not Applicable.	Entrance markers will flank both the North and South-end entrances to mark the entrance to the site, ensuring that all visitors are aware they are entering a place of significance. Departure messages will be displayed on the rear-side of the entry markers.
Entrance Gateway(s) ■ Introductory Signage	Addressed to all audiences, the entrances at both ends of the Site will feature signage that offers important orientation information to *tourists*, and the high-level take-home message to all visitors at the two points of entry to the site.	Ideas, Objects	The central concept (Journey) and two main themes (Living Landscape and Land Relationships) will be introduced at a high-level at these locations.	Introductory signs and marker panels will welcome visitors to the site and provide a high-level introduction to history and culture, peaking visitor interest to learn more from the outset.
Wayfinding and/or Markers	Large, easily seen wayfinding devices will provide another layer of interpretation and aid as a wayfinding technique for all visitors to the Site. Carved wayfinding elements should be considered.	Objects, Ideas	Carved sculptures will convey C/TFN Indigenous presence and connection to the site. Unique and appropriate to the culture and heritage of Conrad, these would be produced using local skills and expertise, illustrating aspects of natural history and C/TFN culture at the site.	Carved markers will be placed at key junctures and locations throughout the site to help visitors select their desired path. These devices will empower visitors to explore more of the site, journeying off the main roadway onto the pathways where they will encounter some of the key stories and historic artifacts. Also acting as a visual wayfinding device, visitors will be able to see these from a distance, guiding them to the site's other locations.
Personal Interpretation	Guided interpretation will offer another way to engage with audiences, appealing to visitors who appreciate a facilitated experience.	Ideas, People, Physical	Additional layers of interpretation for all themes will be possible with the addition of personal interpretation (i.e. an interpretive guide).	Staff will conduct interpretive programs, such as tours and activities, while offering additional story and orientation information as required.
Interpretive Hubs ■ Story Panels	The main interpretive signage (Story Panels) will be located within two interpretive hubs onsite. These hubs will address the interests of audiences by incorporating and layering stories related to both main themes in an integrated and holistic way.	Ideas, People	Interpretive signage across the site will incorporate stories related to both main themes and all sub-themes.	Interpretive signage will be placed across the site to create localized interpretive 'hubs'. Linked to key historic features and views, these panels will convey the key themes of the site (Living Landscape and Land Relations), using different interpretive techniques.
Programming Centre (Cabin 2)	The Programming Centre will offer activities for visitors and C/TFN.	People, Physical	Additional layers of interpretation for all themes will be possible through programming at the centre.	Once rehabilitated, the interior of Cabin 2 will remain an open and flexible space capable of hosting a variety of activities.

Recommended Interpretive Development for Conrad Historic Site (continued)

Interpretive Media	Audience Engagement	IPOP	Themes	Visitor Experience
Interpretive Centre (Cabin 1) ■ Interpretive signage (exhibit text and historic images) ■ Topographic Map ■ Prop/replica furs ■ Prop/replica plants with magnifying glass ■ Mechanical interactive/model of the aerial tramway ■ Site plan	The main purpose of the Interpretive Centre is to address the needs of those with minimal knowledge of the site or its history (i.e. *tourists* and *Yukon residents*). It is also the location on site where there may be the opportunity to interact with site staff. The interpretive centre will explore the main themes of living landscapes and land relationships and have interpretive elements that appeal to all visitor types.	**Ideas, People, Objects, Physical**	Interpretation within the interpretive centre will touch on the seven sub-themes identified for Conrad Historic Site: ■ Landscape ■ Game Mother Story ■ Current Uses ■ Traditions & Knowledge ■ Hard-rock Mining ■ People & Place ■ Impact	Once rehabilitated, the interior of Cabin 1 will be used as an interpretive centre. There is space inside for key interpretive elements to engage both children and adults, as well as a separate area for storage. Visitors will be encouraged to explore the regional landscape features around Conrad Historic Site; discover the Game Mother Story; recognize the many ways Conrad has always been used for traditional activities, including during the mining period; see an overview of the recreational opportunities at Conrad today; learn how this area was used to support an intense mining enterprise, the investment to support the mine, and learn about the original town plan for Conrad; and identify the physical remains on the Site today and what visitors can go out to see for themselves.
Identification labels	*Identification labels* will help all visitors learn to read the surrounding historic landscape at Conrad Historic Site. These labels will be located adjacent to historic features and materials to help visitors identify structures and other elements that they come across while touring the site.	**Ideas, Objects, Physical**	Interpretive signage across the site will incorporate stories related to both main themes and all sub-themes.	Key historic remains along the main pathways and potential trail system (including foundations, building outlines, deposits, etc.) will be marked by and explained briefly with Identification Labels, which will be small and unobtrusive panels.
Trail development ■ Identification labels	New trails added to the site will quickly become utilized by nearby *campground users*, who already make use of existing trails in and around the historic Site. As identification labels (described above) are added these trails will become interesting attractions for *tourists* and *Yukon residents* as well.	**Physical**	Visitors will be able to take in the Living Landscape as they make use of the trails on site. Evidence of Land Relationships will be identified across the site.	Visitors will be invited to explore more of the site by using the walking trails which will be developed throughout the Natural Zones of the site. For example, once developed, visitors could enjoy the trail towards the first tram tower, where they might find an Identification Label interpreting the towers and the view.
Child-friendly labels ■ Scavenger Hunt booklet	Child-friendly labels and associated scavenger hunt activity will be geared towards children from all audience groups. These panels will be smaller in size and positioned lower to the ground than the main interpretive panels.	**Ideas, Objects, Physical**	Child-friendly labels will incorporate stories related to both main themes and all sub-themes.	Smaller-scale child-friendly labels will be located across the site to inspire curiosity and offer content specifically targeted to younger visitors. Linked with a 'Scavenger Hunt' activity, visitors with children will be encouraged to either print or collect an booklet to encourage exploration and engagement with the content on these labels.
App ■ Audio ■ Activities ■ Schedules	An app can engage all audience groups. In particular, an app featuring oral histories in Tagish and Tlingit languages as audio components could enhance interpretation.	**Ideas, People, Physical**	An app should incorporate stories related to both main themes and all sub-themes.	Additional layers of interpretation can be provided using mobile app activities and features.

5.4 Visitor Experience

Before arriving on-site, visitors will be able to learn the key points of the site's history, and significance. For visitors with limited time available or visitors who are not familiar with the site, this pre-arrival information will help to prepare them so that they may have an engaging and meaningful experience once onsite.

The visitor experience route through the site as described on the following pages can be explored on the Site Plan on page 43.

NOTE: All the interpretive elements represented align with Heritage Management Plan recommendations.

Most visitors to Conrad Historic Site will likely begin their visit at the site's main, north entrance just off Conrad Road (A).

The first thing that visitors will notice is large introductory signage (B). Visitors will be introduced to key orientation information and the site's main interpretive message at this entry point. Just beyond, two entry markers flanking the gate will mark the threshold to Conrad Historic Site, indicating to visitors that they are about to enter a historic site.

Artistic rendering depicting an option of how the entrance threshold at Conrad Historic Site could look.

Proceeding through the gate, and continuing along historic Armour Avenue (the main pathway through the site), visitors will encounter 'Cabin 1', the first physical evidence of Conrad's period as a mining town. The large marker panel positioned just outside the Cabin's front entrance will identify that Cabin 1 is the interpretive centre (C). This is where visitors can find and interact with site staff, when staff are present on site and not conducting tours or offering other programs.

The interpretive centre will provide a safe and comfortable space for visitors to engage with a permanent exhibit about Conrad Historic Site. While final exhibits will be determined through the development of an exhibit plan once Cabin 1 is rehabilitated, the interpretive centre should focus on tactile and interactive elements such as:

■ A three-dimensional map will offer a tactile way to help visitors understand the topography of the site, showing the boundaries of the traditional territory of the Carcross/Tagish First Nation, and show where the site sits in relation to the wider Southern Lakes region;

■ Visitors can continue their hands-on exploration of the exhibit using mechanical interactives that help to illustrate different information and concepts, for example, how an aerial tramway functions, and how to identify the flora and fauna of the area,

■ Graphics, imagery and replica object displays, of mining tools, animal furs and plants will round out the experience for visitors.

Artistic rendering depicting an option of how the interior of Cabin 1 could be developed as the interpretive centre.

Staff within the interpretive centre will be able to provide visitors with additional story information, as well as information about programs and orientation. If there is no staff member present, the interpretive centre will be the place where visitors can find brochures, the scavenger hunt booklet that complements the child-friendly labels on-site, and other printed material to help guide them through their visit.

Leaving the interpretive centre, visitors will see the first interpretive hub (**D**). This hub will draw on the nearby presence of Cabin 1 (which was believed to be the mining office for Conrad) and the adjacent cold storage structure to support discussions of land and resource usage among miners and settlers during the mining period at Conrad.

Artistic rendering depicting an option of how the view down to the waterfront could look with interpretive signage and wayfinding devices.

Further along, a wayfinding element will help visitors to select their path – indicating that there is a secondary Waterfront Path (**E**) which leads down towards Windy Arm, Tagish Lake off of Armour Avenue, which connects the hub to the tramway terminal at the shoreline, and stories about Carcross/Tagish traditional activities, the landscape, and mining. Choosing to follow this path, visitors will be treated to a clear view of the landscape as they proceed down to the water.

As they explore the site, visitors will encounter identification labels pointing out built heritage remains and natural features.

As visitors follow the Waterfront Path (south), they will come across the second interpretive hub (F), where they can explore stories related to the theme of Living Landscape while appreciating the surrounding natural features, including scenic views from along the beach at Tséi Zhéłe Méne' north and south along the lake.

Moving on from this second interpretive hub, visitors will see a second historic building, 'Cabin 2'. Like Cabin 1, the exterior of Cabin 2 will be restored to its original appearance and rehabilitated for use as a programming centre (G).

Artistic rendering depicting an active programming program taking place outside of Cabin 2.

An open space kept largely empty so that it is flexible, Cabin 2 can host a variety of events, activities, and programs. Depending on the day and time, visitors might be able to see or participate in active programming taking place here, such as demonstrations of traditional fishing activities.

Leaving the programming centre at Cabin 2, visitors will be free to explore more of the site. They can follow the main pathway towards the south end of the site at Big Thing Creek (**H**), or expand their exploration further along the new trail system that will lead them up along the tramway towers (**I**).

Wayfinding sculptures throughout the site will help them navigate their way back to Armour Avenue, and point of entrance to the Site.

Child-friendly labels will also be located within the historic zone of the site, that relate to site elements that are directly observable from where the label is, for example built remains, landforms, plants, trees, animals, or evidence of animals, evidence of natural/geological processes. These labels will be connected with a scavenger hunt booklet including a map of site indicating locations of "scavenger hunt-connected" labels, a ledger to keep track of items found (scoring) and additional activities to engage visitors off-site. Children can follow up on what they've learned at home or in the car ride home - visitors can print the pamphlets off before coming to site, or pick up at the interpretive centre.

Exiting the site from the north entrance where they began their visit, visitors will encouner departure messages, displayed on the opposite side of the entry markers that will remind them of other things in the area that they can explore that will enhance their understanding of Conrad, Carcross/Tagish First Nation and the Southern Lakes Region.
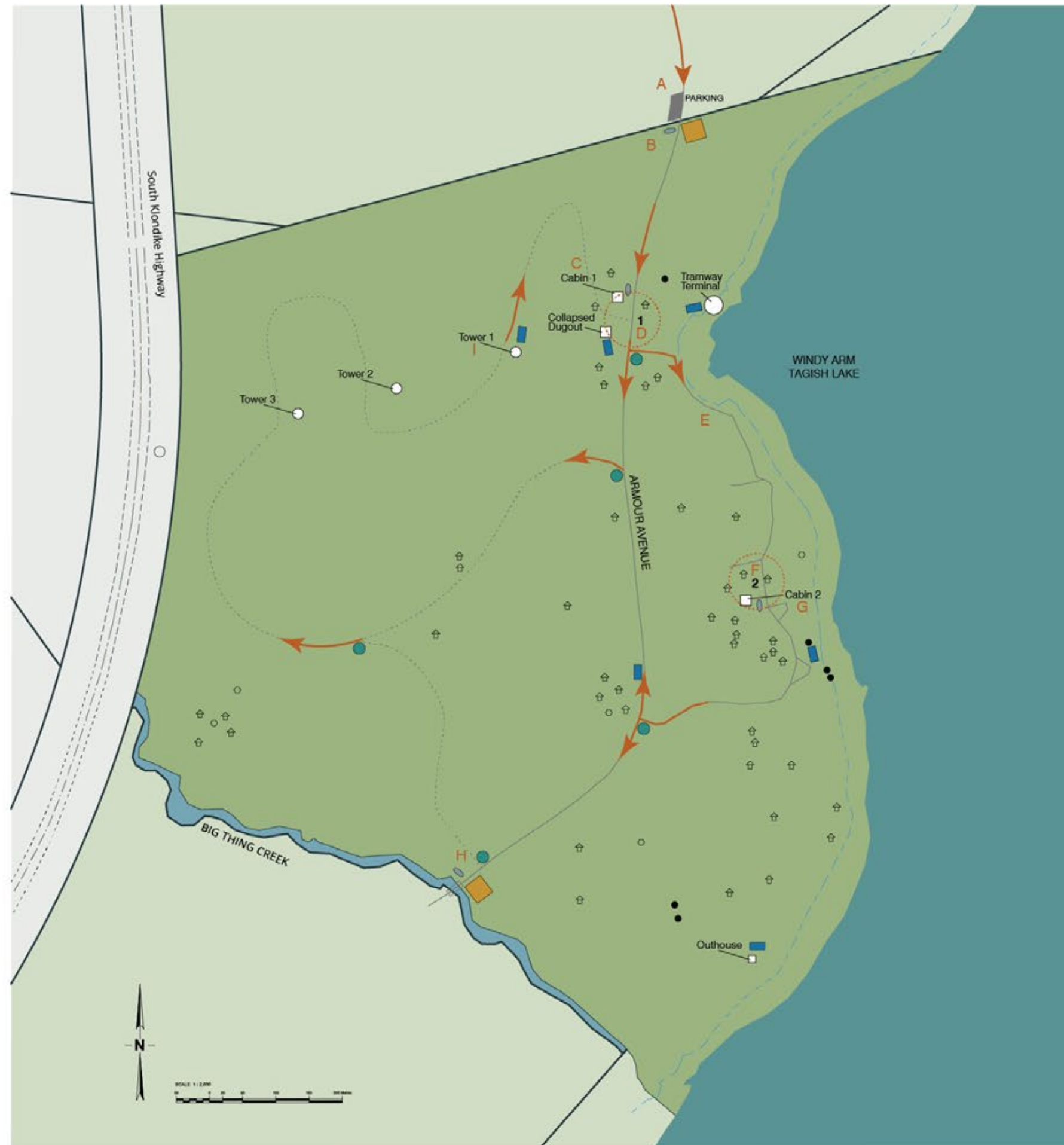
The site plan on the following page expresses the visitor experience route as follows:

A. North entrance

B. Large introductory signage

C. Cabin 1 interpretive centre

D. First interpretive hub

E. Waterfront Path

F. Second interpretive hub

G. Cabin 2 programming centre

H. South of the site at Big Thing Creek

I. Trail system past the tramway towers

Site Plan
Visitor Experience Route

Legend:

- ▮ Introduction
- ◌ Interpretive Hub (Story Panels)
- ▬ Identification & Child-focused Labels
- ● Sculptural Wayfinding
- ▬ Marker Panels
- □ Standing Historic Structure
- ⌂ Feature - Structural
- ● Feature - Other
- ○ Mixed Midden
- — Main Road
- ⋯ Potential Future Trail

Route Points:

- A Arrival
- B Introduction & Orientation
- C Interpretive Centre
- D First Interpretive Hub
- E Waterfront Path
- F Second Interpretive Hub
- G Programming Centre
- H Exploring the Site - Montana Creek
- I Exploring the Site - Trails

Map labels: PARKING, Cabin 1, Tramway Terminal, Collapsed Dugout, Tower 1, Tower 2, Tower 3, ARMOUR AVENUE, WINDY ARM TAGISH LAKE, South Klondike Highway, BIG THING CREEK, Cabin 2, Outhouse

6 Interpretive Management Approach

6.1 Managing Site Operations

With the addition of interpretation at Conrad Historic Site, there will be new management and operational factors that will require consideration and planning.

Related to the implementation of the Interpretive Plan, the following operational and management considerations will need to be addressed:

Access

At present, the current approach to managing site access is sufficient.

Recommendation: If increases in visitation occur, it could be necessary to review access points and consider additional strategies to manage the flow of people onto the historic site.

Yukon Parks

The adjacent Conrad Campground is operated by Yukon Parks, which is managed by the Department of Environment, within the Government of Yukon. Themes and stories developed as part of this interpretive plan for Conrad Historic Site should be considered relevant and applicable to any plans for interpretation on the Conrad Campground.

Staffing

Staff or volunteers will be required to assist in the development and facilitation of programming at the site. Though the ability to engage staff will be dependent on the availability of resources.

Recommendation: Initially, engage someone on a part-time basis from the local community to offer short, scheduled programming such as, walking tours and outdoor activities.

Staffing requirements will be guided by hours of operation, program availability, visitor numbers and site use patterns.

Recommendation: As more information is gathered about visitation levels and usage patterns, programming types and frequency, staffing, and hours of operation for the interpretive and programming centre can be adjusted to ensure the needs and interests of visitors are met.

Operations

Depending on the kind of programming that will be offered at Conrad it may be necessary to eventually implement a booking process, which would be an opportunity to track visitor numbers, and potentially generate revenue.

Recommendation: Once the cabins are rehabilitated and operational, setting regular hours during which these spaces are staffed and open to the public will be required to ensure a consistent and dependable experience. Programming activities will be coordinated with the needs of the local community in mind to ensure that local use is not interrupted and that Carcross and regional tourism offerings are aligned.

Recommendation: If programming space is required before the cabins are operational, or or additional programming space is required, it may be increased with wall tent structures.

Other ideas that arose from community engagement during the Heritage Management Plan consultation included on-site services, (for food, coffee, craft sales and canoe rentals), these initiatives may be considered by the Steering Committee to ensure the heritage values are respected and impact on the Site kept to a minimum.

Partnerships & Local Employment

There are many opportunities to seek out and develop partnerships aimed at fostering support for, and participation in different interpretive initiatives at Conrad.

Yukon University offers several programs wherein students could be partnered with to conduct research or develop programs.

As guided by the Steering Committee, local partnerships developed with the community should be made to ensure that the community can take an active or lead role in developing, producing and sharing interpretation at Conrad.

Working closely with the community to integrate Tlingit and Tagish into the interpreted material will not only enrich the interpretation offered at Conrad but will also provide an opportunity to support cultural and linguistic continuance.

The addition of interpretive programming at Conrad Historic Site could also create new opportunities to work with the Ghùch Tlâ Community School to create interpretive experiences that can be integrated into their curriculum and existing cultural programs like Culture Camps and Outdoor Experiential Learning.

Implementation of the Interpretive Plan will require exhibit design input, as well as graphic and technical design for site signage. Development of the interpretive panels, wayfinding, and display structures will all be interpretive projects that could provide local employment opportunities.

If approved by the Steering Committee, additional economic opportunities at Conrad Historic Site may result from pursuits such as tours, specific programming activities, including participation by First Nations tour operators and businesses.

6.2 Sustainable Tourism & Interpretation

Understanding the importance of preserving the environmental, cultural and historic integrity of Conrad Historic Site, this Interpretive Plan has been developed with an eye towards sustainability, seeking to balance the dual objectives of developing interpretive infrastructure to support the stories of the site and minimizing impact to the landscape.

Sustainable Tourism can be defined as:

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

- The World Tourism Organization

Sustainable Tourism Approach at Conrad

Sustainable tourism addresses the concerns of the community and Yukon residents regarding the Site, especially in light of the increasing visitation here since the 2016 construction of the adjacent campground.

To ensure the long-term preservation and sustainability of Conrad Historic Site; its natural beauty, wildlife, and heritage assets, the principles of Sustainable Tourism have been used as a guiding framework for the development of this Interpretive Plan.

With guidance from the Steering Committee, the high-level goal for visitation to Conrad Historic Site would be to maintain current levels, allowing for those slight increases expected to occur naturally as new visitors are drawn to the site by the addition of interpretation. Monitoring the impact as the Heritage Management Plan and Interpretation Plan is implemented over the next 3-5 years will be used to inform future visitation goals for the site.

While the total number of visitors to a site on a given day is an important component of ensuring the sustainability of the site, the strategic implementation of interpretation across the site, and a considered approach to the management and operation of the site can also play an important role.

A series of strategies, specifically oriented towards sustainability can be integrated into operational planning for Conrad Historic Site interpretation.

Identity and Marketing

In an aim to keep visitation, more or less, in line with current levels (with slight growth over the next 3-5 years) marketing will not occur for Conrad Historic Site, apart from providing basic information about the site.

As the introduction of interpretation at Conrad is likely to encourage at least some new visitors interested in exploring the site, this approach might work in parallel with strategies to control visitor flow to prevent negative visitor impact to the site.

Recommendation: Integrate the message of sustainability into the publicity of the site, for example, by promoting the site as a place for non-intrusive eco-tourism and environmental education.

Recommendation: A conservative approach for promoting Conrad Historic Site to new potential audiences has been determined to be the most appropriate, and will help slowly raise visitation levels to the Site so that overall impact can be monitored and mitigated.

Once the Site has been staffed and programs offered over one season, any promotion or programming initiatives could adjust to encourage visitation spread out across the whole operating season.

Recommendation: Marketing initiatives can be developed for Conrad Historic Site that target tour operators and visitor segments within the Carcross-Whitehorse-Skagway corridor that are committed to the principles of sustainable tourism, and which aim to minimize impact to the site.

Additional marketing initiatives targeted beyond the Carcross-Whitehorse-Skagway corridor could eventually be considered to reach new markets.

Reaching out to larger visitor groups could also be considered once Interpretive Guides are hired.

Manage Visitor Flow

Staff leading tours can manage tour routes to relieve pressure on key areas of the site. Training Interpretive Guides to understand how they can help to limit the impact of visitors to the site will be critical.

Recommendation: Spreading out visitation by structuring programming offers and encouraging visits throughout the operating season, can also make a difference.

Most visitors only spend a few hours in the Carcross area, they may look to participate in additional activities. Programming at the site should be developed with the typical length of visit (30 minutes to 2 hours) in mind.

Recommendation: Consider developing partnerships with tourism operators and seeking out visitor segments that are also committed to sustainable tourism. These groups and individuals will understand the importance of sustainable travel and are more likely to understand the importance of limiting their impact to the site.

Interpretation

As the interpretive messaging developed for Conrad Historic Site aims to foster understanding and appreciation of the land and heritage resources, it should result in visitor stewardship and care for that resource.

Recommendation: Build the message of sustainability into the interpretation and position interpretation strategically across the site to direct visitors towards less sensitive areas, diminishing stress on the most fragile features at Conrad Historic Site.

Recommendation: The careful placement of wayfinding across the site will be important, not only to ensure that visitors can explore the site easily but also to discourage visitors from accidentally going off the trails where heritage and the site's natural features could be negatively impacted.

The *Site Plan (shown on page 53)* shows suggested locations for interpretive signage and wayfinding signage across the site. These possible locations were determined with consideration for the principles discussed above to help manage the flow of visitors through the site and protect the sensitive areas.

6.3 Managing Interpretation Across Zones

The site has potential for interpretive development, as long as activities respect and retain identified heritage values. Suggested opportunities for interpretation across the site have been informed by the Conservation Zones as set out in the Heritage Management Plan.

Access Zones

The two access zones encompass the entrance experience or 'gateway' to the Conrad Historic Site. Visitor access will be augmented with introductory signage. In collaboration with entry markers and gate, this entrance is the welcoming gateway to the Site that offers visitors orientation and contextual information.

New Amenities Zone

This zone is the area in the historic site where new structures may be considered, for example economic development opportunities.

The design of any new structure should follow the guidance provided in the *Standards and Guidelines for the Conservation of Historic Places in Canada* as outlined in the Heritage Management Plan for the Site:

- The new structure should be physically and visually compatible with, subordinate to and distinguishable from the historic place.
- The new structure should complement and preserve the heritage value and character-defining elements of the historic place.

Natural Zones

These zones include some of the well-preserved structural features remaining at Conrad. These features should be identified and interpreted for visitors. The *Site Plan (shown on page 53)* shows a series of potential trail routes linking Armour Avenue through the west section of the Site which will provide visitors a safe walking path through some of the Natural Zones of the Site. The trail to the towers weaves through both the Historic and Natural zones.

To help visitors navigate their way around main paths and trails, markers will be used as wayfinding devices. Currently, these are planned for the two points where the looping pathway to the water connects east of the main road (Armour Avenue), as well as at potential connections to the future trail system west of Armour Avenue. Small-scale directional signs could be used in place of the markers, or to enhance the wayfinding strategy on-site.

Historic Zone

In addition to the entrances, Marker Panels will also be utilized to identify other important locations on-site, specifically at the interpretive and programming centres (Cabins 1 and 2).

Also within the Historic zone, identification labels will be used to help visitors understand the historic and natural features they encounter on site. The following interpretive resources should be interpreted by an identification label:

- Tram terminal
- Tram towers
- Cold storage
- Foundations
- Other features (such as log pilings)

Story panels will be developed and displayed, limited to placement at two main 'hub' locations on the site to keep the impact of signage and interpretation on the landscape minimal.

Each hub location will address the main themes where a variety of stories can be communicated to visitors. The exact number of panels and specific stories to cover will be determined as the content is developed
and written.

Interpretive Hub 1: located in close proximity to both the cold storage structure and interpretive centre (Cabin 1), this hub location is also a short distance to the tramway terminal making it the ideal location to cover stories related to the following
sub-themes:

- Traditions and Knowledge
- Hard-rock Mining
- People & Place
- Impact

Interpretive Hub 2: located near the programming centre (cabin 2), this hub also offers visitors views out to Windy Arm, Tagish Lake, naturally linking it to stories related to the following sub-themes:

- Game Mother Story
- Landscape
- Traditions & Knowledge
- Hard-rock Mining
- Current Uses

South Klondike Highway

PARKING

Cabin 1

Tramway Terminal

Collapsed Dugout

1

Tower 1

Tower 2

Tower 3

ARMOUR AVENUE

WINDY ARM
TAGISH LAKE

2 Cabin 2

BIG THING CREEK

Outhouse

Introduction

Interpretive Hub (Story Panels)

Identification & Child-focused Labels

Sculptural Wayfinding

Marker Panels

Standing Historic Structure

Feature - Structural

Feature - Other

Mixed Midden

Main Road

Potential Future Trail

Access Zone

New Amenities Zone

Natural Zone

Historic Zone

N

SCALE 1 : 2,000

7 Visual Identity & Branding

7.1 Visual Identity & Branding

It is important that the branding and visual identity for Conrad Historic Site is unique and singular in its approach. As the environment is complex (varying elevation, dense foliage blocking views of the site entrance) a high-quality design approach to sharing information at the site will help visitors to navigate the landscape, and begin to understand their surroundings. To achieve this, proactive, well planned, consistent and visually unified environmental graphic design should be used.

In the following section, we explore the design approach developed for Conrad Historic Site and present some helpful strategies for ensuring any future graphic design at Conrad Historic Site is produced with accessibility in mind.

Logo

A logo (symbol or design feature) is an important element of Site branding as it will be the primary means of identifying the Site for most visitors.

The logo for Conrad Historic Site has been developed with input and guidance from the Conrad Steering Committee.

It should be represented on all print material, digital material and selected site signage, such as the introductory panels and markers.

Accessibility Considerations

The graphic design approach for Conrad Historic Site has taken on the principles of Universal Design and accessibility in the following ways:

1. Positioning key interpretive messaging in easily accessible areas: site entrance, Interpretive Centre, along main pathways

2. Allowance for simple mechanical interactive elements to convey certain concepts (such as how the aerial tramway works, or the cabin construction method) in the Interpretive Centre

3. A clean and simple graphic approach that meets accessibility standards for ease of reading for all interpretive panels and labels throughout the site

4. Allowance for simple audio devices to be added to exterior interpretation to augment the visitor experience

5. Use of intuitive wayfinding devices to help visitors navigate the site with ease
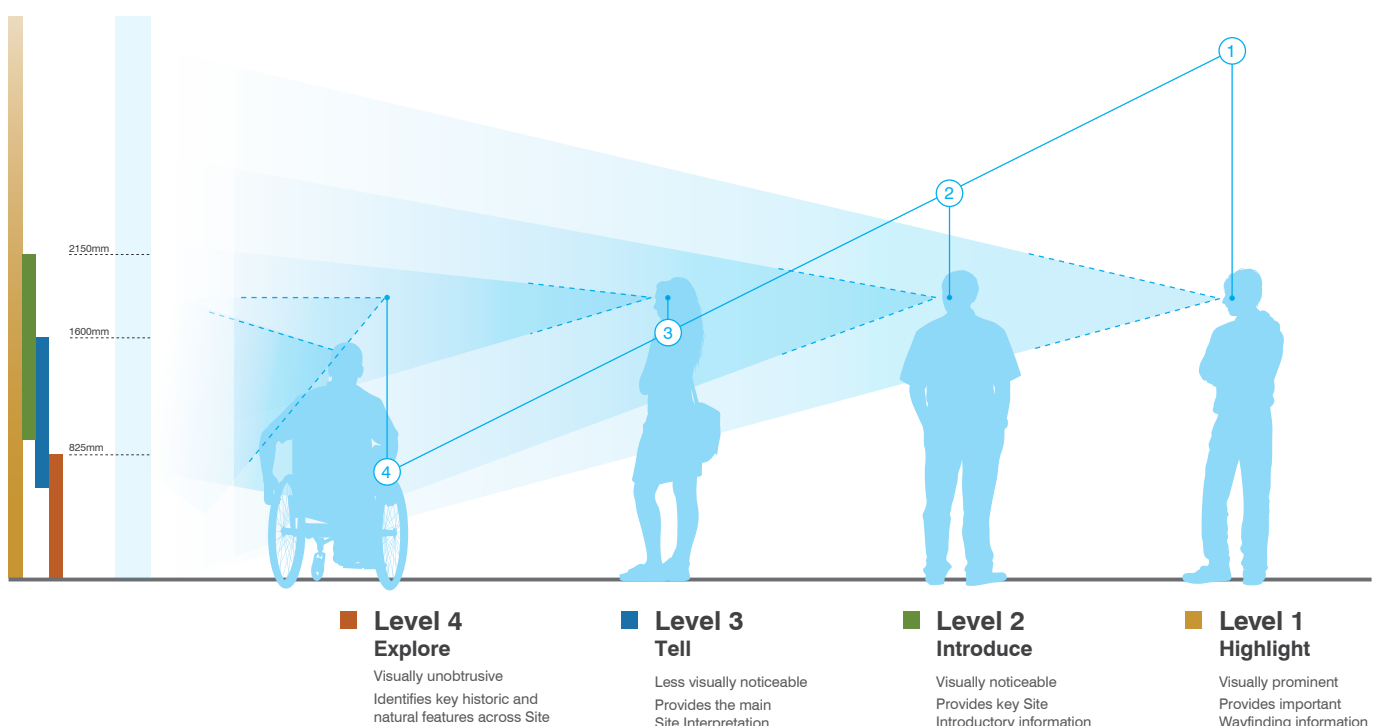
Information Organization for Graphics

For optimal visual communication and visitor engagement with the interpretive content, all graphics at Conrad Historic Site, whether on exterior interpretive signage or within the interpretive centre once rehabilitated, should be layered into four levels:

- Highlight
- Introduce
- Tell
- Explore

These levels are based on the intended purpose of the message.

The diagram below explains the guidelines for placement of all exhibition graphics to ensure a logical content hierarchy while also meeting accessibility standards.

The majority of interpretive graphics must be placed within this height range to guarantee reading accessibility. This diagram is based on industry best practices to ensure most people can access, enjoy, learn stories of the site.

Level 4 **Explore**	Level 3 **Tell**	Level 2 **Introduce**	Level 1 **Highlight**
Visually unobtrusive	Less visually noticeable	Visually noticeable	Visually prominent
Identifies key historic and natural features across Site	Provides the main Site Interpretation	Provides key Site Introductory information	Provides important Wayfinding information

7.2 Colour Palette

The Conrad Historic Site colour palette has been inspired by the natural surroundings and the resources which populate it, as well as the historical uses of the landscape and it's resources.

Main Palette

A subtle palette for the background and base colours of the graphics has been selected to be indicative of the period of mining activity and settlement of Conrad City.

PANTONE 296C	PANTONE 432C	PANTONE 443C	PANTONE 663C

PANTONE 471C	PANTONE 463C	PANTONE 418C	PANTONE 452C

Accent Palette

Contrasting this, the palette accent colours take their cue from the natural beauty of the surroundings of Conrad and the Yukon Southern Lakes region.

PANTONE 7556C	PANTONE 7690C	PANTONE 7473C	PANTONE 7490C
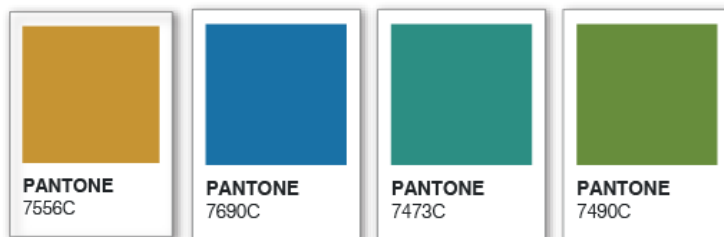
Middle image: Conrad Ore Dump, Muirhead 1906
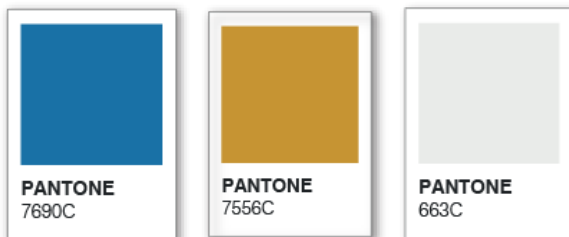
Colour Combinations

The colour palette provided are for both informational and interpretive signage at Conrad Historic Site, as well as for all associated web and print material.

Both the primary interpretive panels and child-friendly interpretive panels at Conrad Historic Site, will make use of this colour palette. However, the child-friendly panels will place a greater emphasis on the brighter accent palette.

Example of colour combination for a standard interpretive panel:

PANTONE 452C

PANTONE 471C

PANTONE 296C

PANTONE 443C

PANTONE 432C

PANTONE 7556C

Example of colour combination for a child-friendly interpretive panel:

PANTONE 7690C

PANTONE 7556C

PANTONE 663C

Colour and Contrast

Contrast and legibility should also be a key factor in deciding which colours to use. A good principle is to ensure there is at least a 70% difference in colour value (or Light Reflectance Value) between type and a background tone.

A quick check can be done by turning your monitor to greyscale or printing to a greyscale printer: if type and other graphic elements appear to blend together, adjust values accordingly to improve the contrast ratio.

For example:
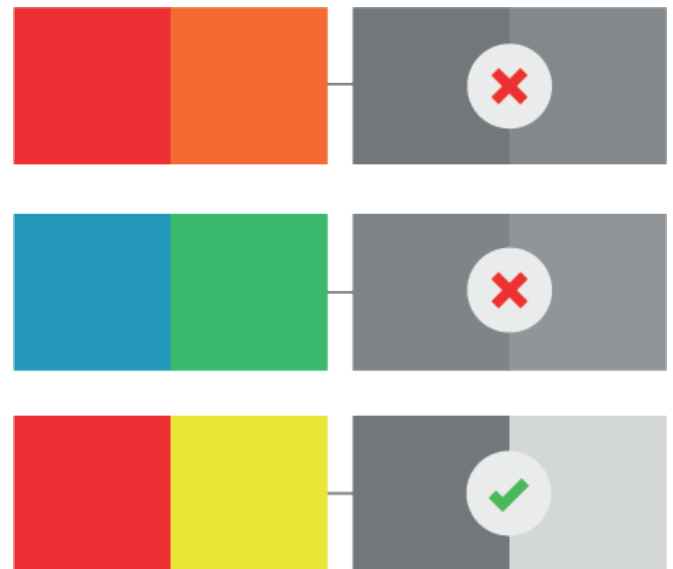
7.3 Typography

The typography that has been selected for the interpretive signage at Conrad Historic Site fit into three categories: headlines and titles (stylized font), body copy (easily recognizable forms), and quotes and call-outs (decorative font).

Each of the selected fonts is readily available, either through Adobe Creative Cloud subscription or from Google Fonts.

The following graphic design guidelines should be adhered to when creating the panels for Conrad Historic Site. The mock-up panels presented on the following pages represent these best practices:

- **Type Size:** nothing less than 18 point should be used for any text people are asked to read on a panel, smaller sizes are acceptable for mandatory credits or provenance details only

- **Type Style:** italics and decorative fonts should be used sparingly for emphasis in text and short captions as they can be tiring to read extensively

- **Leading:** the space between lines within a paragraph should range from a comfortable minimum of 130 per cent of the type size to 150 per cent, for example a 24-point typeface should have 32–36-point leading

- **Line Length:** a column of text should be a comfortable width of between 30 characters (5–6 words) per line and 72 characters (average 10–12 words) per line

Headlines and Titles

Museo Slab font is a modern-feeling take on a serif font. Despite being a display font, it is also very legible. It is available in a variety of weights that can be used for emphasis and to create visual interest.

Conrad
Historic Site

Museo Slab (300 / 500 / 700)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Main Body Copy

Open Sans is a sans serif typeface that has a neutral yet friendly appearance. It has been optimized for print, web and mobile interfaces so can be used as a legible option across a broad spectrum of interpretive approaches.

Settlement
of Conrad

Open Sans (Light / Regular / Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Quotes and Accents

Based on handwriting, this natural and imperfect typeface is highly legible for a decorative font. Like the other typefaces selected for this project, *Nothing You Could Do* has a full character set including special characters and accents.

"It's an area where we still practice our traditional pursuits"

Nothing You Could Do (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

7.4 Site Signage

Three main types of interpretive site signage will be introduced across the Conrad Historic Site including introduction and orientation, wayfinding, story and exhibit signage.

Signage Structures and Materials

Interpretive panels at Conrad Historic Site will employ simple design language, such as post- and panel-style structures, to keep fabrication and maintenance costs low, and to minimize visual clutter in the landscape.

For each interpretive panel, wood (such as Cedar) posts will form the main structures with fixed-on colourful graphic panels. A steel boot could be applied to the lower part of the posts to provide protection and make it easy to remove or replace the posts as necessary.

For wayfinding elements, the specific design should be made appropriate to the site and story. These elements could be carved from wood using existing local skills and expertise.

Graphic panels should be high-pressure laminate (HPL), a highly durable material that is ideal for use in exterior settings.

Benefits of using HPL:

■ Offers long-lasting, full colour graphics;

■ Can be cut to many shapes/sizes;

■ Impervious to moisture, resistant to UV rays, scratching, cracking, burns and graffiti

For a less expensive alternative to HPL, consider using direct-printed Dibond (an aluminum composite) with a protentive clear-coat lacquer.

Dibond graphics are more subject to UV fading, moisture intrusion and are more easily damaged by graffiti. Although the initial cost of Dibond is less, this material typically requires more long-term maintenance and has a shorter life-span (8-10 years versus 15-20 years for HPL graphics).

Recommendation:

■ Budget allowing, use HPL for all exterior interpretive labels.

Introduction & Orientation Signage

The Introduction & Orientation signage will welcome visitors to the site, providing them with key site information like operating hours for the interpretive centre and a trail map, and introduce them to the two main story themes (Living Landscape and Land Relationships).

This signage type will feature a double panel design to ensure sufficient space for both the site orientation information and key themes. Each panel is recommended to be 48" wide, standing 72" high, creating an immediately recognizable and welcoming entrance sign.

Locations that will feature Introduction & Orientation Signage are:

- North Entrance
- South Entrance

These panels will be a large post-and panel structure with, flat HPL graphics. The structure will be constructed of wooden (i.e. Cedar) posts anchored by a steel boot.

Example of graphic approach for the Introduction and Orientation panels at Conrad Historic Site.

Upper Vertical panel:

Lower Angled panel:
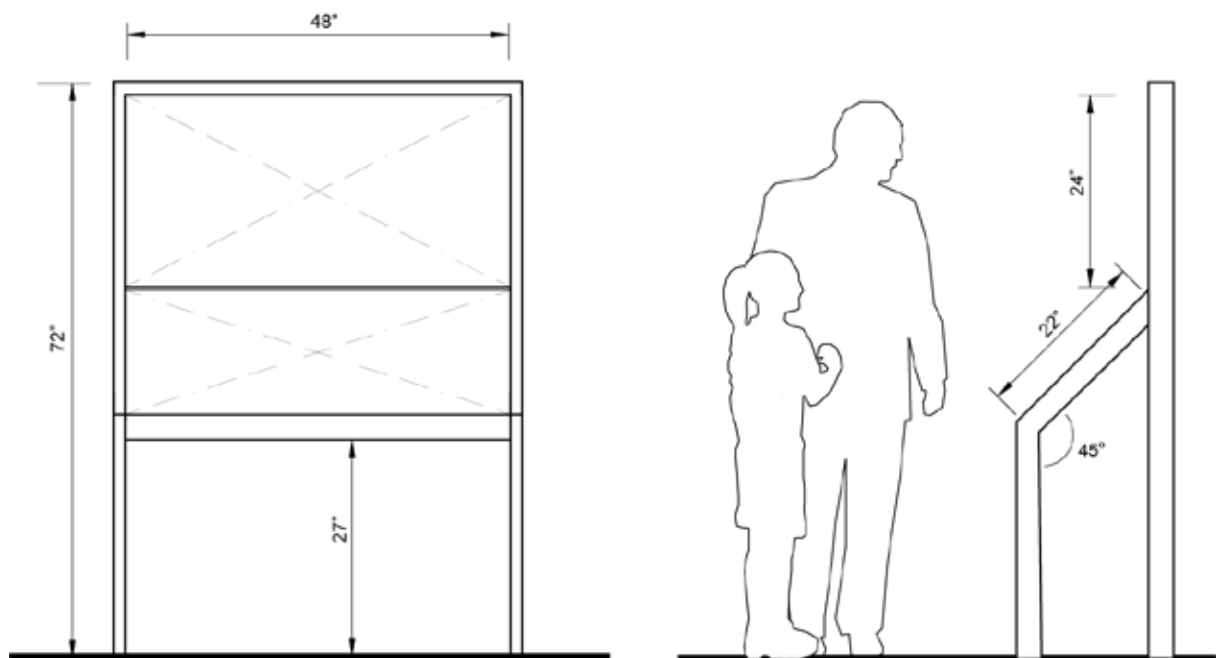
Wayfinding

Markers

Markers will be used to identify thresholds, decision points and important locations, like the Interpretive Centre, around Conrad Historic Site.

At the North and South entrances, markers will be used to mark the site threshold and should feature minimal content. Aside from the Site name and logo, these markers are meant to be visual cues for visitors.

For the Interpretive Centre and Programming Centre, while the primary role of these markers will be to alert visitors to the presence of an important location, these panels can also be used to support some narrative information about the adjacent feature.

Locations that will feature wayfinding markers are:

- Main Entrance flanking the gate to the Site,
- Secondary entrance flanking the bridge access at Big Thing Creek,
- Interpretive Centre (Cabin 1),
- Programming Centre (Cabin 2).

These panels will be vertical, flat HPL graphics supported by wooden posts anchored by a steel boot as illustrated in the sketch below.
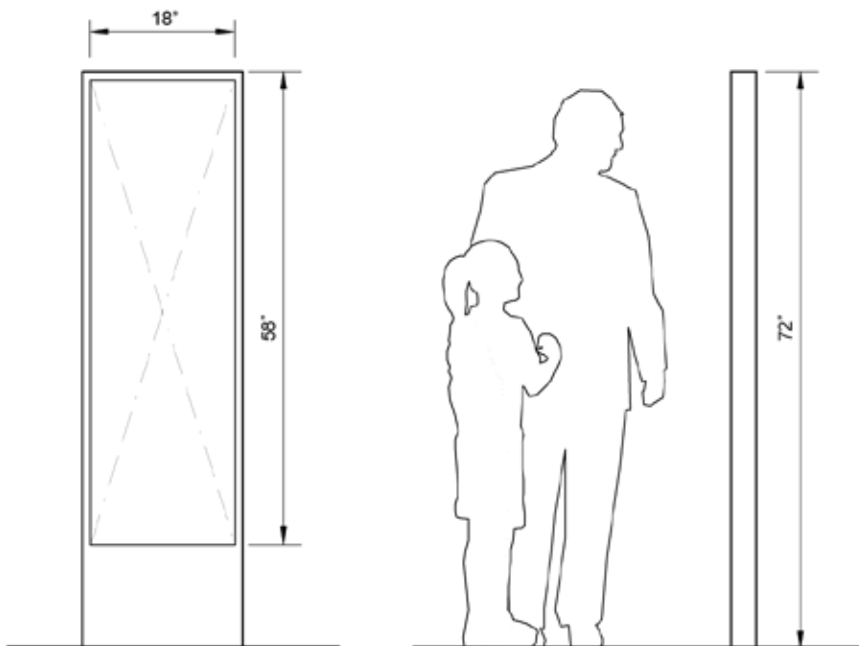
Example of the graphic approach for Wayfinding Markers at Conrad Historic Site.

© 2019 HALEY SHARPE DESIGN
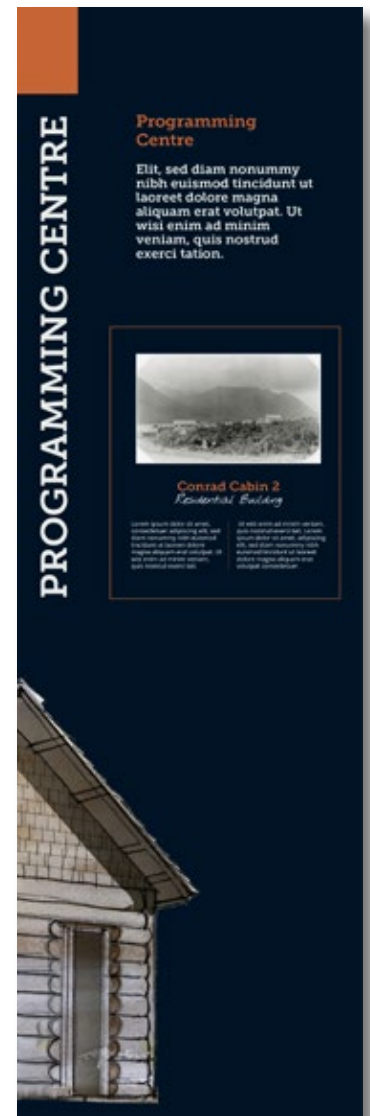
Wayfinding

Carved Elements

If the Steering Committee determines that carved wayfinding elements are desirable and achievable for Conrad Historic Site, greater emphasis and budget could be directed towards these elements as they will be both practical, helping to guide visitors around the site, and visually unique and arresting.

Produced at a large-scale, and positioned so that they are visible from a distance, these wayfinding elements should be placed at the three key decision points along Armour Avenue to help guide visitors across the site.

Carved wayfinding elements should be unique and appropriate to the heritage of the site. These elements could be carved from wood or constructed of another natural material, using existing local skills and expertise.

Opportunities:

- Creates employment and skills mentoring;
- Their commission, creation and installation can be used to build community involvement and publicity for the Site;
- Provides a different type of interpretive experience, which support different learning and engagement styles;
- An interpretive device that transcends barriers of language and culture.

Risks:

- Requires investment of time and money;
- Potentially requires different maintenance than other panels/interpretive material on-site;
- Necessary to ensure visitors are not misled;
- Potential vandalism and/or theft.

Proposed locations for carved wayfinding elements are noted on the site map available on page 53 of this plan.

Artist rendering of the creation of a carved element:
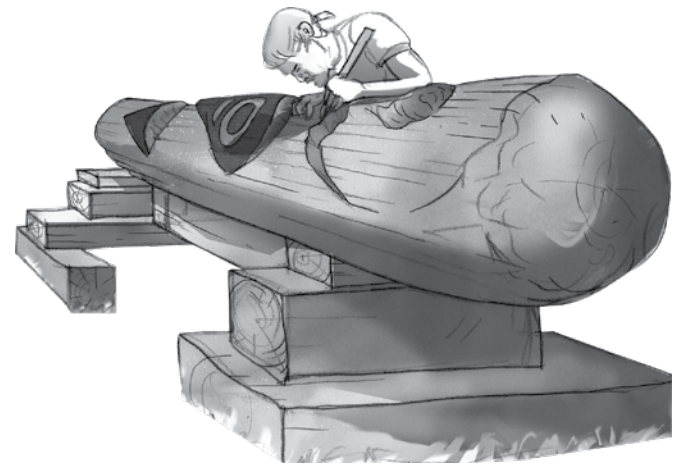
Story Panels

Key Story Panels

Story panels will be the main interpretive device used across Conrad Historic Site. Positioned at key hubs located near historic features and views, these panels will convey stories associated with each of the site's two key themes (Living Landscape and Land Relations).

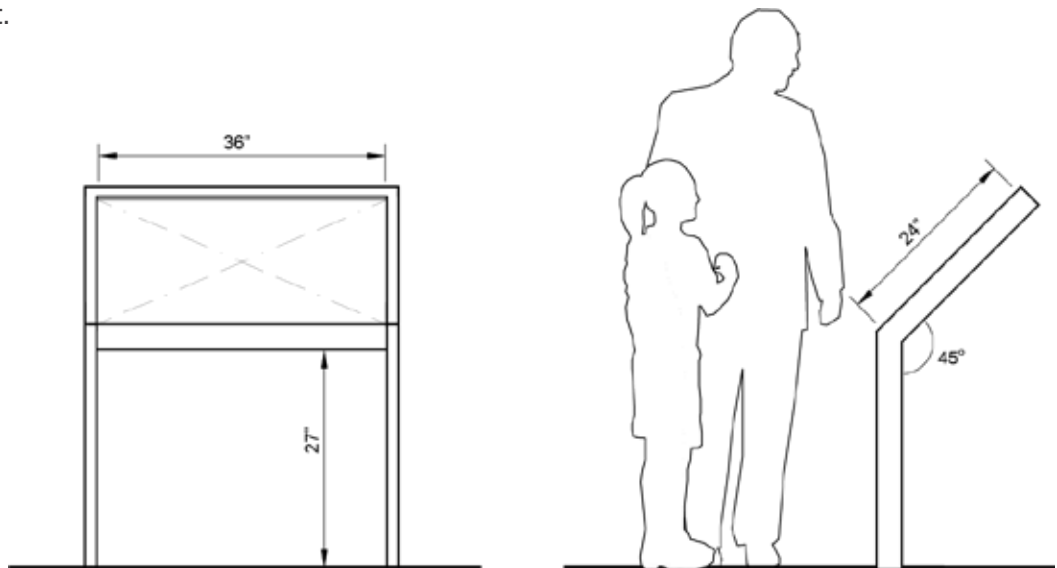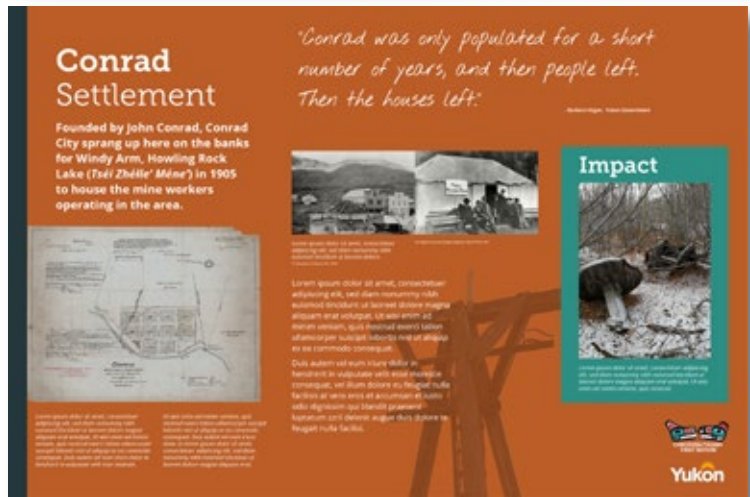These panels will be positioned along the main site pathways within the identified 'hubs':

- Hub 1; located near the Interpretive Centre (Cabin 1), adjacent to the tram terminal and waterfront
- Hub 2; located closer to the waterfront and the Programming Centre (Cabin 2)

Using a lectern-style approach, these panels will not be visually intrusive within the landscape. These panels will be set to a standard 36" x 24" size to accommodate a variety of interpretive content (both text and images).

The sketches below provide an example of a structure that could be used to support these panels.

These panels will be constructed using HPL graphics supported by wooden posts anchored by a steel boot.

Examples of the graphic approach for the Story Panels at Conrad Historic Site.

Story Panels

Identification Labels

Identification labels will be positioned across the site near physical and ecological features and key views to help visitors identify them easily. These labels are intended to help visitors learn to 'read' and understand the landscape at Conrad.

These panels will be smaller in size than the key story panels, at 18" x 12". This will provide space for a short description and one or two images of the feature.

Child-friendly Labels

The child-friendly labels should be the same size as the identification labels. To make them stand out and appear more playful, these labels could be made in a different shape (for example, an oval or circle). The primary audience for these labels are children. The language should be written in an accessible and interactive manner, allowing children to engage with the Site and environment around them in a fun way with a degree of autonomy.

The sketches below provide an example of the structures that could be used to support these panels. A lower-height panel could be selected for the child-friendly labels or for identification labels corresponding to features at ground level, however the height should be determined in consideration of snow levels to ensure they do not become covered in snow in the winter and present a tripping hazard.

These panels will be constructed using HPL graphics supported by wooden posts.
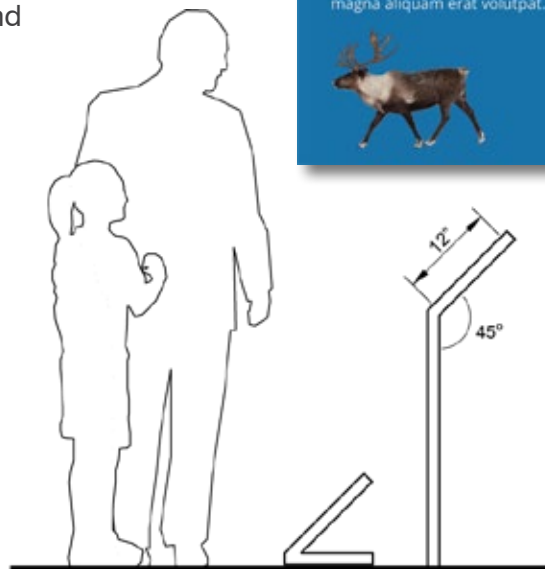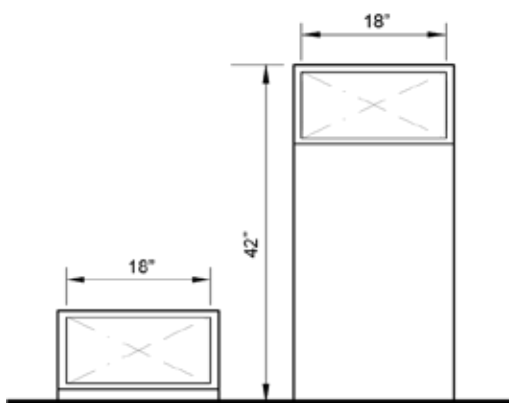
Examples of the graphic approach for the identification labels:

Example of a child-friendly label:

Exhibits

Interpretive Centre Development

With just over 50 square metres (7.8m N-S x 6.5m E-W) the scale of Cabin 1 can physically accommodate several functions including focused interpretive devices where additional story details can be explored in greater depth, easing the need to rely on outdoor signage.

Once Cabin 1 has been rehabilitated and developed into an interpretive centre for Conrad Historic Site, interior interpretive signage will be developed for that space.

The graphic approach (colours, typography and look and feel of the panel design) for these interior graphic signs should follow that of the rest of the interpretive signage for the Site.
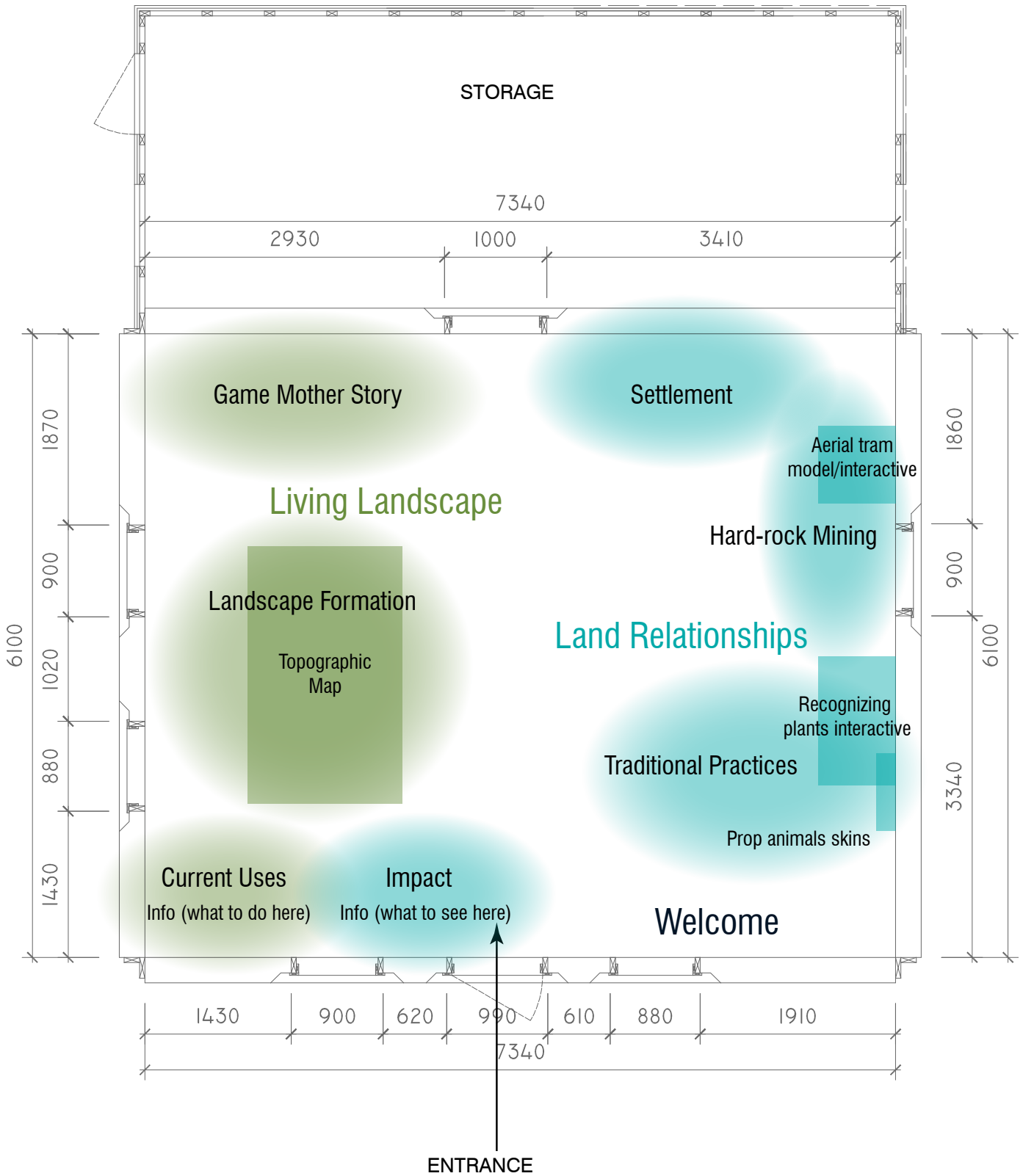
The graphic panels to be developed for the interpretive centre should complement the other devices and material that go into that space.

Many interpretive centres also act as the first point of contact between visitors and on-site staff. As such, the following services are likely to be conducted here as well, including providing information about the site (including hours, outhouse locations, safety issues, other tourism info/maps etc.) and rental or programming queries and booking.

Recommendation: Once Cabin 1 is rehabilitated it is recommended that the Steering Committee develop an exhibit plan to guide the development of displays in the Interpretive Centre.

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Cabin 1 (Interpretive Centre) Initial Concept Plan:

STORAGE

7340

2930   1000   3410

1870

Game Mother Story

Settlement

Aerial tram model/interactive

1860

Living Landscape

900

Hard-rock Mining

900

Landscape Formation

Topographic Map

Land Relationships

6100

1020

6100

Recognizing plants interactive

880

Traditional Practices

3340

Prop animals skins

1430

Current Uses

Info (what to do here)

Impact

Info (what to see here)

Welcome

1430   900   620   990   610   880   1910

7340

ENTRANCE

7.5 Print Material

Initial print material for Conrad Historic Site will take the form of a site brochure. This brochure will provide some initial interpretation to guide visitors around the site while interpretive signage is developed and installed.

Brochures can be made available on-site at the entrance to the site alongside the Introduction and Orientation panels. Brochures can also serve as a simple marketing tool if made available at nearby locations such as the Visitor Information Centre at Carcross Commons and Haá Shagoon Hidi (the C/TFN Learning Centre in Carcross).

The brochure will be a standard 8.5 x 11" tri-fold design that uses the same colours, typography and graphic approach as the on-site graphics.

Example of the graphic approach for a brochure:

Front panel

The rear side of the of the brochure should present the site map indicating key features for visitors to look for once on-site, or for those who are not able to visit the site in person but wish to learn about what the site has to offer.

Over time, a scavenger hunt booklet should be developed to accompany the child-friendly interpretive labels on-site. To make the connection clear, the booklet should be designed to match the look and feel of those child-friendly labels.

Development of other print media could be considered, including:

- Advertisements to help targeted marketing efforts for the site, once fully operational;
- Self-guided walking booklet, similar to Fort Selkirk and Forty Mile;

Print Material Opportunities and Risks

Opportunities:
- Print material can provide a high level overview of the site and its stories at multiple locations.
- Can be taken home by the visitor, which extends the interpretive message off-site;
- Affordable and can be used to generate income, if offered for sale;
- Be published in different languages;

Risks:
- Could create litter on-site;
- Requires a location for storage and a system for distribution.
- Ongoing costs;
- Environmental impact of printing and use of an ephemeral material.

7.6 Digital Material

To provide visitors with information about Conrad Historic Site, information can be also made available digitally. The two digital options most appropriate for Conrad include an online web presence and a mobile app.

Mobile App

A mobile application (app) could be a cost-efficient solution that will provide visitors with interactive opportunities through their own mobile smart platforms, without requiring staff..

An app can be used to enhance the visitor experience, site-wide, by expanding on interpretive content available to visitors, and providing additional educational and fun discovery features.

Apps can provide multiple features, including:
- Programming schedules (if applicable),
- Maps (of the site or region, suggested routes),
- Interpretation (stories, photos and timelines),
- Audio (Tlingit and Tagish language),
- Activities (identifying plants, scavenger hunt).

The flexibility of an app would allow for scalable content (including images and audio) and could be made available in more than one language.

Finally, availability of a native or embedded app would mean that once downloaded, all app content is stored on the visitors' personal devices (iPhone or Android phone) eliminating the need for a WiFi or mobile connection.

Recommendation: For budget and development considerations an app for Conrad Historic Site should be built on an existing platform, such as the Yukon Walking Tours app.

Online Presence

Information about Conrad Historic Site should be made available on different existing websites, including Yukon.ca, C/TFN, and Travel Yukon.

The level of information provided should be consistent with the brochure for the site, providing information to help potential visitors plan their trip and know what to expect once on-site. Additional material could be made available online with the option to print ahead of visiting, including the scavenger hunt booklet and self-guided walking booklet

Recommendation: Add key site information like hours of operation to existing websites to allow visitors to plan their trip in advance. Consider also using websites where information about Conrad Historic Site is shared to make the scavenger hunt activity available for advanced download.

Digital Material Opportunities and Risks

Opportunities:
- Attracts a high number of potential visitors worldwide at a low cost;
- Serves as a pre-visit "orientation" and can provide important safety information;
- Provides information for those visitors that are not able to visit or access the site;
- Easily updated and could provide a platform for visitor feedback and inquiries;

Risks:
- An app requires a large initial investment;
- Additional management to keep it current (if providing safety info, etc.).

8 Implementation Plan

8.1 Phasing & Key Recommendations

The recommendations outlined within this Interpretive Plan will be implemented in a phased approach.

The phases for the development of Conrad Historic Site Interpretive Plan have been identified as:

Phase 1: Planning

Phase 2: Content & Design

Phase 3: Continued Development

Phase 4: Continued Development

The following following chart outlines the phased approach to implementation of the interpretive elements recommended for Conrad Historic Site from 2020 through to 2027.

Price Ranges for Chart:

$	Less than $35,000
$$	Over $35,000 / Less than $100,000
$$$	Over $100,000

Year	Phase	Activity	Tasks (Responsibility)	Cost
2019 - 2020	**Phase 1:** Planning	Interpretive Plan Development		

Year	Phase	Activity	Tasks (Responsibility)	Cost
2020 - 2023	**Phase 2:** Content & Design	Information and Research	■ Create a research binder (document) to accompany interpreters manual and support interpretive media development. Research should include (C/TFN, YG): 　■ Oral histories about C/TFN traditional use of the area 　■ Glossary of Tagish/Tlingit words related to Conrad's history and setting 　■ Archival and related research	$
		Create media to orient visitors to the site	■ Develop a brochure to provide orientation and introductory interpretation about the site (C/TFN, YG) ■ Create on-line presence to existing sites (Yukon.ca, C/TFN) for trip-planning (C/TFN, YG) ■ Introduce simple wayfinding to help people find cabins 1 and 2 (C/TFN, YG)	$
		Create gateways to the site for north and south access points	■ Create Introduction panels to: inform visitors about the Site, present site map, present main themes (C/TFN, YG) ■ Fabricate introduction panels interpretive structure (C/TFN, YG) ■ Fabricate threshold markers (C/TFN, YG)	$
		Create 'hubs' for main on-site interpretation	■ Identify appropriate number and position of story panels within thematic 'hubs' locations as identified in *Appendix: Interpretive Site Plan* (C/TFN, YG) ■ Write story panels for 'Living Landscape' and 'Land Relationships' themes (~5 each) (C/TFN, YG) ■ Fabricate story panels (C/TFN, YG)	$ - $$
2024 - 2027	**Phase 3:** Continued Development	Create Identification labels adjacent to key historic and natural features	■ Identify locations/items for Identification labels (C/TFN, YG) ■ Write Identification labels (C/TFN, YG) ■ Fabricate Identification labels (C/TFN, YG)	$ - $$
		Create child-friendly labels and 'scavenger hunt' booklet	■ Identify locations/items for Child-friendly labels (C/TFN, YG) ■ Write Child-friendly labels (C/TFN, YG) ■ Create scavenger hunt booklet and provide booklets as print-out from website (C/TFN, YG) ■ Fabricate labels (C/TFN, YG)	$

Year	Phase	Activity	Tasks (Responsibility)	Cost
2024 - 2027	**Phase 4:** Continued Development	Hire Interpretive Staff to provide live interpretation, coordinate programming, etc.	■ Pilot interpretive programs/events before hiring full-time interpretive staff for summer (C/TFN, YG) ■ Hire and manage staff for Conrad Historic Site (C/TFN, YG) ■ Set up a contribution agreement for hiring guides (C/TFN, YG) ■ Staff training (C/TFN, YG)	$ annually
		Develop interpretive products for Conrad Historic Site	■ Create guided tours, scavenger hunt booklet, etc. working in collaboration with C/TFN and Site staff (C/TFN, YG)	$ - $$
		Transform rehabilitated Cabin 2 into the programming centre	■ Create programming space within Cabin 2 (C/TFN, YG)	$
		Interpretive Trail Development	■ Additional clearing of existing trails; new trail development (C/TFN, YG) ■ Determine exact number and locations to place wayfinding sculptures, based on wayfinding plan (C/TFN, YG) ■ Create/fabricate Identification Labels for key natural and historic elements along new trails (C/TFN, YG)	$ - $$
		Develop wayfinding sculptures and markers inspired by traditional Carcross/Tagish artistic styling	■ Engage C/TFN artist(s) to conceptualize wayfinding sculptures and markers (C/TFN, YG) ■ Create/fabricate markers for entrances, Cabin 1 and Cabin 2 (C/TFN, YG) ■ Create/fabricate wayfinding sculptures for decision-points in the Site (C/TFN, YG)	$ - $$
		Transform rehabilitated Cabin 1 into the interpretive centre	■ Write interpretive panels for 'Living Landscape' and 'Land Relationships' themes for display in cabin 1 (C/TFN, YG) Fabricate panels (YG lead) ■ Produce topographic map (C/TFN, YG) ■ Acquire props for plants, hunting and mining materials (C/TFN, YG) ■ Create aerial tramway interactive (C/TFN, YG)	$$$
		App development (walking tour)	■ Creation of content, including audio elements (Tagish and Tlingit language) (C/TFN, YG) ■ Development and production (C/TFN, YG)	$ - $$$

8.2 Cost Estimates

Interpretive Product	Work Required	Cost Per Unit	Total Range
Introductory Signage ■ Simple wood frames	Content creation, fabrication		
	2x Intro Panels	~$6,000 - $8,000	~$12,000 - $16,000
Interpretive Signage along site's main road/paths ■ Simple wood frames	Content creation, fabrication		
	10x Story Panels (max.)	~$3,500 - $5,000	~$35,000 - $50,000
	15x Identification Label	~$800 - $2,500	~$12,000 - $37,500
	10x Child-friendly Label	~$800 - $2,500	~$8,000 - $25,000
Trail Development (additional clearing near tram towers and creation of new trail)			~$10,000 - $20,000
Interpretive signage along new trails ■ Simple wood frames	Content creation, fabrication		
	10x Identification Labels	~$800 - $2,500	~$8,000 - $25,000
Wayfinding sculptures ■ Wood ■ Carved totem-style	Concept development, fabrication		
	x5 sculptures	~$2,500 - $8,000	~$12,500 - $40,000
Marker Panels ■ Simple wood frames	Concept development, fabrication		
	x6 panels	~$800 - $2,500	~$4,800 - $15,000
Interpretive Centre (Cabin 1) [Stabilization + rehabilitation of building: $55,000]	Content creation, fabricate		
	Information desk		~$2,000 - $10,000
	Topographic map		~$20,000 - $35,000
	3x mechanical interactives	~$25,000 - $30,000	~$75,000 - $90,000
	Graphic panel allowance		~$3,000 - $6,000
Programming Centre (Cabin 2) [Stabilization + rehabilitation of building: $55,000]	Cover opening to cellar		~$5,000 - $15,000
Installation for interpretive products listed above:		20% of fabrication	~$38,500 - $70,000
Print Material ■ Brochures ■ Scavenger Hunt	Content creation, printing		
	Print: 500 copies		~$750
	Print: 10,000 copies		~$5,000
Digital Material	Development, content creation, and implementation		~10,000 - $150,000

9 Appendices