

# Northeast Heritage Strategy

Presentation to the Muskwa-Kechika  
Management Area AGM

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Julie Harris, Heritage Consultant, on behalf of the  
Alaska Highway Community Society

25 October 2016





# HERITAGE STRATEGY TEAM

April Moi, AHCS / Northern BC Tourism,  
Project Administrator



Julie Harris and Natascha Morrison,  
Contentworks Inc., History and Heritage

Karen Aird, Indigenous Heritage Consultant



Funding from Peace River Regional District

# ABOUT THE ALASKA HIGHWAY COMMUNITY SOCIETY

*The AHCS has been raising awareness about the importance of the Alaska Highway for over 30 years. Its Board includes representatives representing local governments and groups located along or near the Alaska Highway in northeastern BC. The AHCS works to raise awareness of and protect the history and heritage of the Alaska Highway's cultural landscape and improve the visitor experience. Administrative support for the AHCS is provided by the Northern British Columbia Tourism Association (NBCTA).*

# SCOPE

Broader than the Alaska Highway in geographic scope

Broader than tourism





# ALASKA HIGHWAY HERITAGE PROJECT

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Map the Alaska Highway's regional heritage

Demonstrate places and stories of national significance

Enhance tourism & economic diversification

Make ample room for partnerships

Prepare for 2017 (75<sup>th</sup> and 150<sup>th</sup>)



# TIMELINE



**Nomination of  
the Kiskatinaw  
Bridge as a  
NHSC**



**Alaska Highway  
Corridor  
nomination  
work begins**



**Site visits and  
meetings for  
the nomination**



**CMA  
Conference in  
Whitehorse**



**First Nations  
story collection**



**Community  
Heritage Values  
Workshops**

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

# TIMELINE



**AtBC /AHCS  
workshop**



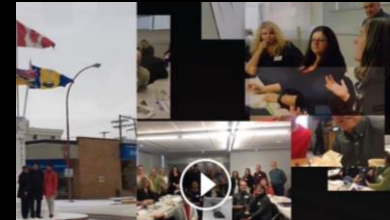
**Nomination  
submitted**



**NEHS workshops**



**T8 Cultural  
Employment Strategy**



**Destination BC  
Destination Planning  
Program**

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

**2017**

# CORRIDOR NHSC NOMINATION PROJECT

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Land and People

Ancient territory

Enduring landmarks

Shared histories (the good  
and the difficult)





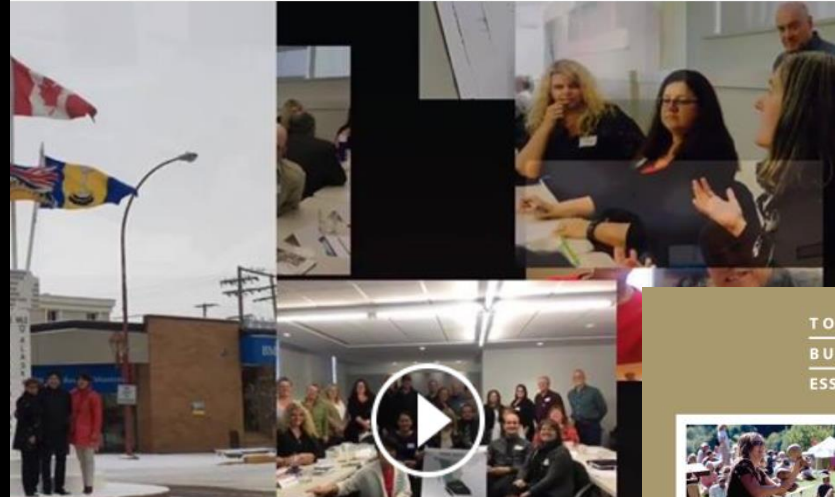
# DESTINATION BC DESTINATION DEVELOPMENT PLANNING PROGRAM

Northeast Heritage  
Strategy  
(Communities)

Destination BC  
Destination  
Planning Program  
(Provincial)

Authentic Visitor  
Experiences

This is what I did today. Thanks to everyone involved and especially to April  
Moi with Northern British Columbia Tourism and Jennifer and Peter with  
Destination British Columbia . This is another great initiative for tourism in  
Northern BC.



TOURISM  
BUSINESS  
ESSENTIALS



**CULTURAL AND HERITAGE  
TOURISM DEVELOPMENT**

*The essential guide for BC tourism businesses interested in  
developing a cultural or heritage tourism operation.*



# NE HERITAGE STRATEGY AMBITIONS

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Tell the story of the Northeast

Create a platform for heritage to take  
centre stage in community life

Create vital community partnerships

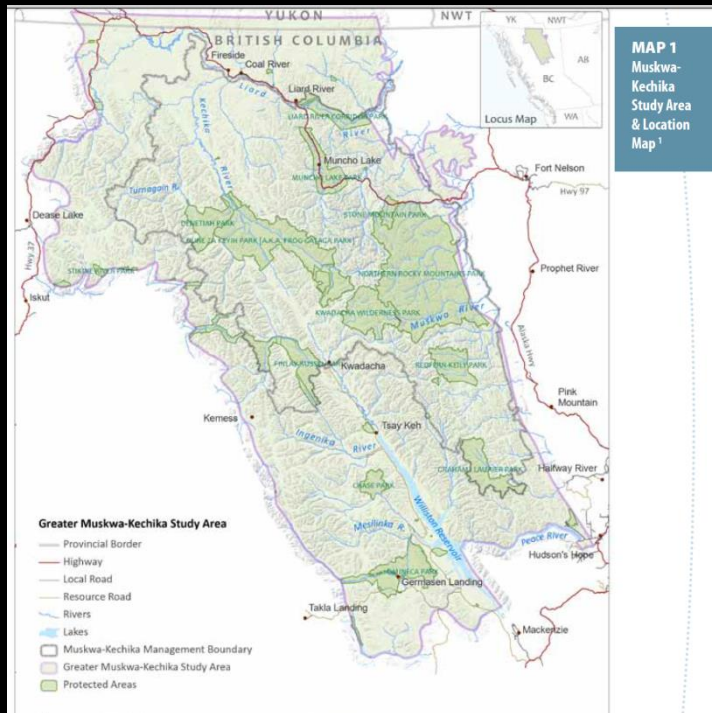
Embrace Reconciliation

Support Destination Planning for the  
benefit of residents and visitors

Cross barriers between culture and  
nature

# MKMA

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The MKMA belongs in the NEHS. It is an important piece of the cultural, heritage and social mosaic of the Northeast





# WHY HERITAGE?

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**Heritage can:**

Move us from focusing on  
differences towards  
seeking collaboration

Shape a truer story and  
highlight our hopes for the  
future





# PURPOSE

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**A robust strategy will:**

Connect opportunities with resources

Widen views and bring new opportunities into focus

Provide a plan to get started and overcome barriers



# INTERSECTING GOALS

**Tourism**

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**Cultural  
employment**

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**Conservation**

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**Economic  
diversification**

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# REAL-LIFE EXAMPLES

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Rising Tide  
Theatre, Trinity,  
Newfoundland



# REAL-LIFE EXAMPLES

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## Texas Dance Halls



# PRINCIPLES

Inclusiveness

Celebrate and nurture heritage in all its forms

Strengthen partnerships

Grow heritage investments

Learning and capacity building





# CHALLENGES & OPPORTUNITIES

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**76,000** people

**~20** populated places

**16** community organizations

**16** museums/cultural centers

**52** serviced Provincial Parks (30+ accessible by car)

**38+** trails

**25+** existing or planned interpreted natural heritage sites

**12** historic sites marked by monuments, cenotaphs and or other markers

**30+** special events



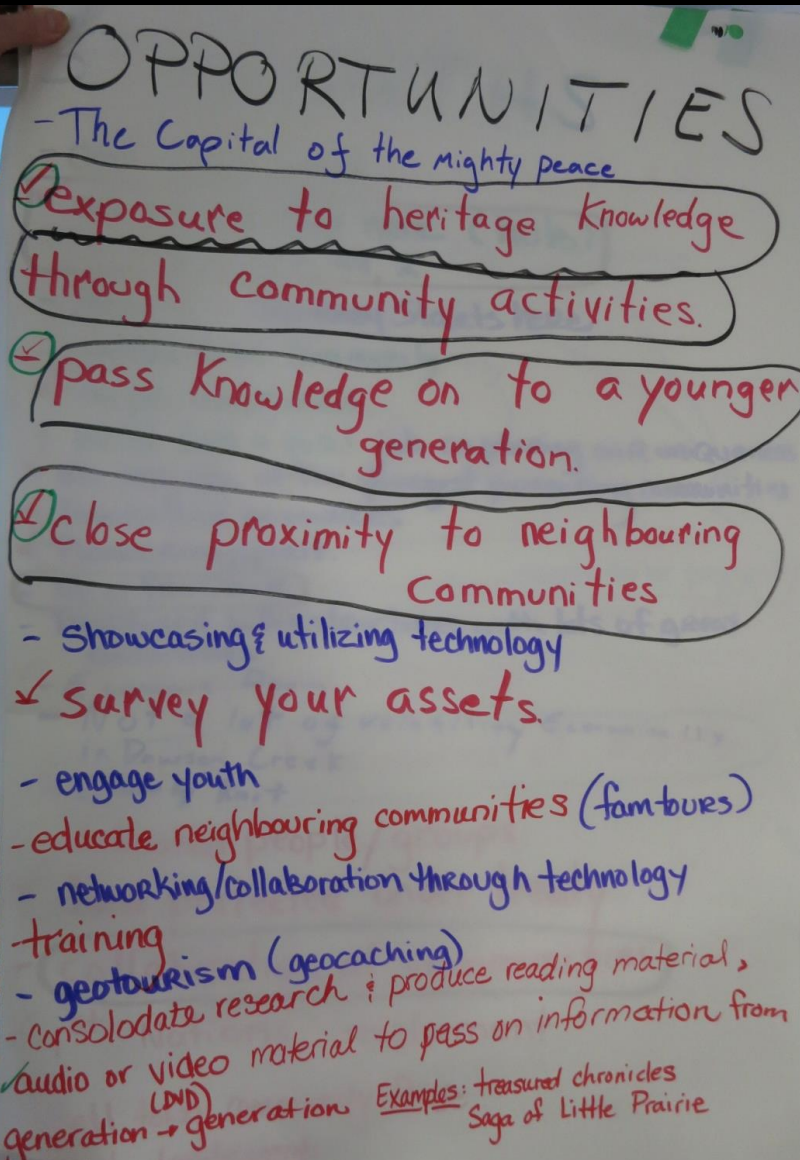
# KEY STEPS

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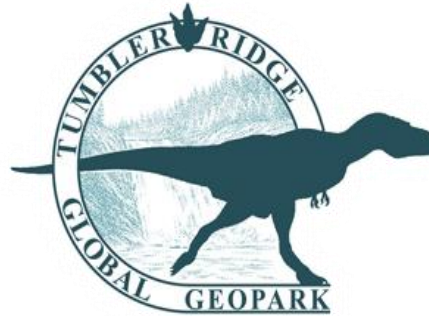
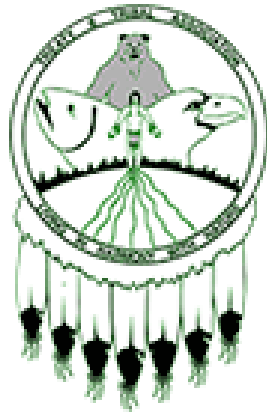
Nurture partnerships

Sketch out the  
storyline

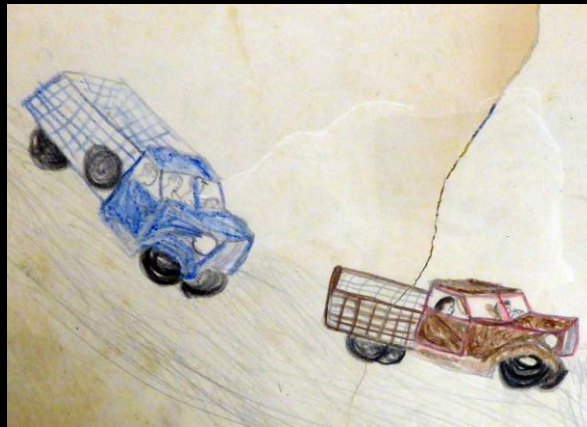
Address barriers &  
desires



# KEY PARTNERSHIPS



# STORYLINE



# PASSAGES AND TRAILS

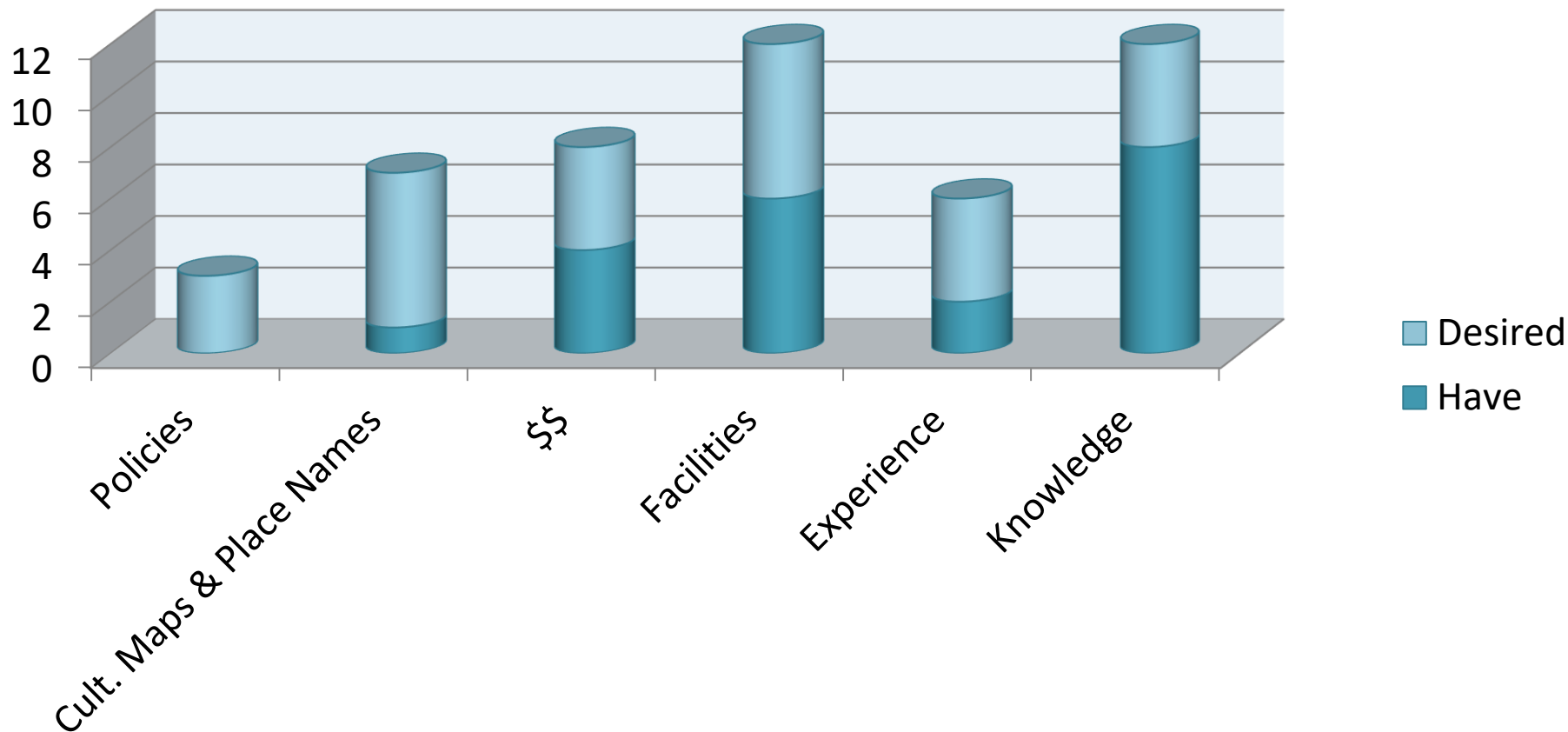
# **BARRIERS**

Shifting priorities

Capacity

Geography

Infrastructure gaps



# HERITAGE INFRASTRUCTURE SUMMARY





# FACILITIES AND EXPERIENCES







# KNOWLEDGE

# DESIRES

Youth involvement  
Intergenerational connections  
Economic resilience  
Stronger attachment to place  
Recreation  
Reconciliation

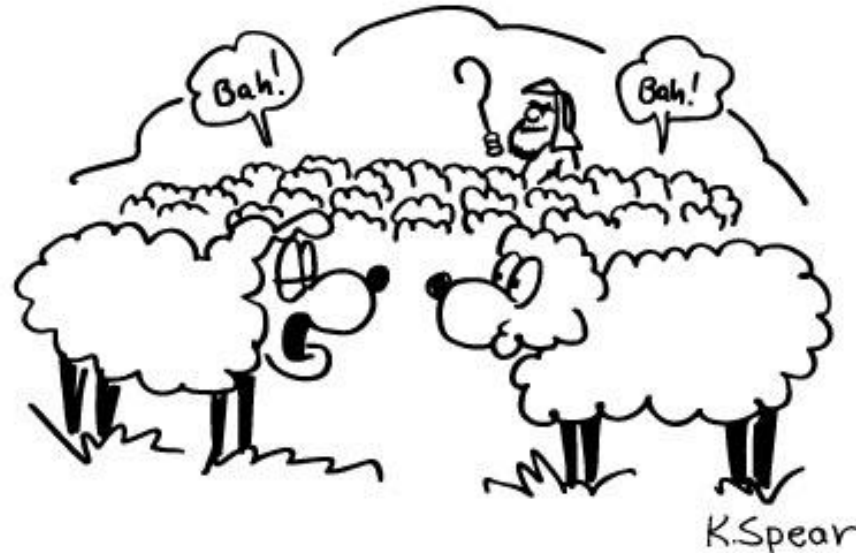


# COMPONENTS OF THE HERITAGE STRATEGY





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"Don't get me wrong. I love our shepherd.  
It's just that I prefer a different style of herding."

**A SHARED VISION MAKE  
PARTNERSHIPS POSSIBLE**



**LET'S TALK**

# THANK YOU

**Project information:**

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