



Alaska Highway Rendezvous '92 Society

FORWARD

Despite the many problems associated with funding during an economic recession The Alaska Highway Rendezvous '92 Society has achieved a level of success surpassing all expectations. Because of this achievement, the general theme of this report reflects the positive attitudes that were encountered at the community level and by all of those who were in charge of or assisted in the production of the many Alaska Highway Rendezvous '92 events throughout the course of 1992.

While there were many frustrations at various periods in the planning phase and occasional roadblocks that had to be surmounted during implementation, the impact of these had very little affect on the outcome achieved and therefore their relative importance has been minimized.

The Executive Director and staff of the IJC express their sincere appreciation for the outstanding cooperation and direct participation of, first and foremost, all of the many volunteers throughout all three of our jurisdictions, the enthusiastic cooperation and full support of the Yukon Anniversaries Commission, the Great Alaska Highway Society, and the Alaska Highway 50th Anniversary Celebration Society. Without their continued support, my task as Vice-Chairman and Executive Director would not have been possible.

All of those who participated so selflessly in Alaska Highway Rendezvous '92 can now look forward with pride to 1993 and beyond.

Sincerely,

Terence R. Thompson
Vice-Chairman
Executive Director

TRT:jdg

CHAIRMAN
Commissioner Ken McKinnon
Yukon Government
211 Hawkins Street
Whitehorse, Yukon Y1A 1X3
Telephone: (403) 667-5121
Fax: (403) 667-4153

DIRECTOR
Susan Kemp
Suite #410
520 - 5th Avenue
Fairbanks, Alaska
99701

EXECUTIVE DIRECTOR
Terence R. Thompson
14 - 9223 - 100th Street
Fort St. John, B.C. V1J 3X3
Telephone: (604) 787-1992
Fax: (604) 787-7613

In early 1991, an annual core fund of \$300,000.00 was approved by the Board of Directors contingent upon the approval of the three jurisdictional governments. In addition, it was resolved by the IJC that each jurisdiction would be responsible for the establishment of a "seed money" fund that would form the basis of the funding for a major event to be staged in each jurisdiction. The Province of British Columbia provided a grant of \$300,000 providing the funding required for the Opening Ceremonies in Dawson Creek on February 14, 1992.

In early 1991 the leading financial experts had announced that the economy had bottomed out and that a recovery was in progress. This gave encouragement to Alaska Highway Rendezvous '92 producers to establish corporate sponsorship expectations (cash and contra) at the \$2.5 million level. This reflected a downward projection established earlier in the program where expectations were set at a minimum of \$3.5 million.

All of these factors had a very significant impact on the ability of the project planners to accurately predict sponsorship revenues and concordant activity levels throughout the course of the whole project.

The "Wings Over the North" ceremony was held in Alaska on July 11, 1992. Stellar Productions of Vancouver were commissioned as the production house for the entertainment segment. As the final plans were nearing completion, bridge funding that was assumed to be in place was not forthcoming and the IJC was forced to withdraw having expended approximately \$75K of the IJC core fund. An additional \$75K was required to proceed with the production and would likely have been achieved through a vigorous corporate sponsorship campaign. The corporate sector in Alaska demurred when it became apparent that the State was not providing financial support to the program.

The premier Yukon international event consisted of a Rededication Ceremony at Soldiers' Summit on November 20, 1992 and associated corporate sponsorship and volunteer recognition events in Whitehorse. Funding for this event was provided through the in kind services of the Canadian Armed Forces and contributions from Yukon based corporate sponsors.

Revenue driven budgets were established for each event and expectations had to be continually downgraded to reflect the cash poor realities of the corporate sector. The economic recession provided additional frustration in the implementation of the many events associated with the Anniversary Celebrations. In the end the total value of the sponsorship program for Alaska Highway Rendezvous '92 IJC sanctioned events settled at about \$1.5 million in both cash and contra despite the economic realities.

In all, the Alaska Highway Rendezvous '92 Society achieved its two part mandate to a degree that was above and beyond all expectations. The final tourism figures for 1992 remain to be tabulated but early indicators are that an increase in visits on the order of 20% over previous years has been achieved.

The second part of the mandate, that of increasing awareness of the Alaska Highway corridor in order to enhance future economic development has also been achieved. While awareness is difficult to quantify accurately, requests for information from media institutions and private individuals from all over the world provides a fair indication of what has been achieved.

The next few years will provide the validation of whatever level has been achieved. We on the International Joint Committee are confident that as we proceed into the next century, the Alaska Highway will continue to play an ever increasing role in the development of this northwest corner of the continent. The future looks bright and those who come together to celebrate future anniversaries will no doubt look back of 1992 as an important event in the continuing history of this Great Road.