



# Key Objectives for 2023-2026

## *Objective 1*

### **Renew & Refresh Experiences**

- New live action experiences & dynamic exhibits
- New heritage stories told by diverse voices and perspectives
- Expanded Indigenous and Metis programming
- Increased school and youth education programs
- Presentation space for all types of storytelling: music, dance, visual arts, poetry

## *Objective 2*

### **Modernize & Update Public Institution**

- Replace outdated technology, systems, and add automation
- Upgrade Health, Safety & Environment programs
- Fully accessible space and services, new Park transport
- Defined Truth & Reconciliation initiatives & engagement
- Re-energize workforce and increased volunteer team, newly focused on IDEA

## *Objective 3*

### **New Opportunities for Calgarians and Tourists**

- Experiences designed for all age groups and diverse interests
- Core Focus of sharing the Authentic Prairie Experience for other Canadians & intern'l visitors
- New and expanded seasonal festivals/events
- New evening programs in Village and year-round programming in Public Plaza



# Heritage Park – Key Metrics

## Community Asset for All Calgarians

- Attendance growth: Village and year-round public zone (2023/ 609,915, growth to 2026/ 673,021)
- Increased tourism impact (current 30%)
- Year-over-year growth of youth and school participation (current 65,000)
- Broader spectrum of culture heritage storytelling and storytellers\*
- Strengthened collaborations with and offerings to Calgary's diverse cultural communities\*

\*as measured by visitor & public research

## Modernized Institution

- Health, Safety & Security COR certification in 2023, ongoing audits
- Improved efficiencies, reliability and security from updated IT systems and applications
- Ongoing Accessibility Audits
- Increased diversity in workforce and volunteers
- New specialists focused on continuous Indigenous and community engagement