



# 2021 Civic Partner Annual Report

# Heritage Park

# 2021 Highlights and Results

- **Opened the Heritage Park Village safely**
- **Up to 600 fulltime and seasonal staff employed**
  - 884 volunteers engaged (Youth Central top community volunteer partner)
- **Community builder**
  - Free summer concerts
  - Free Shakespeare-on-the-Go
- **Opened fully restored Prospect Ridge area**
- **Traveling exhibit - Anne Frank: A History for Today**
- **Launched 20-Year park planning process**



Anne Frank exhibit

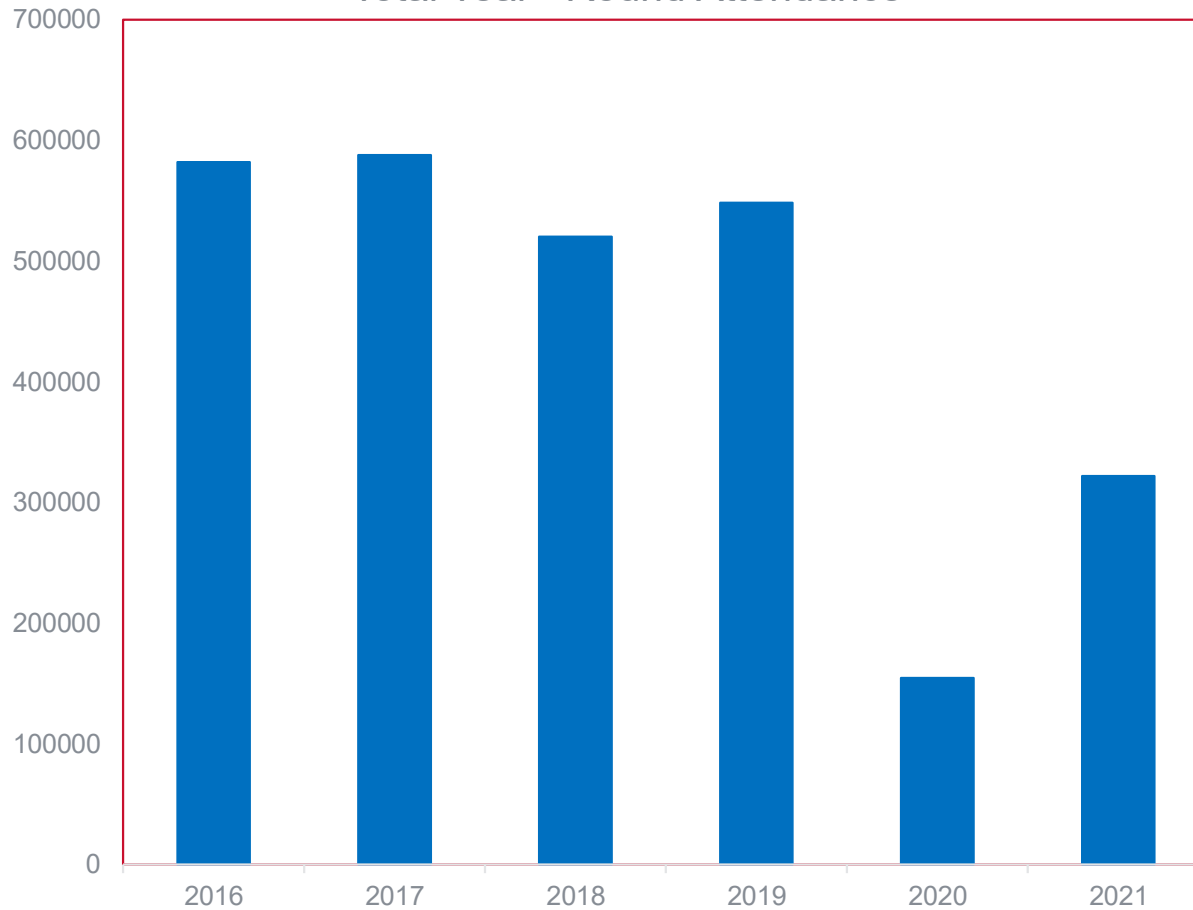






# 2021 Performance Measures

Total Year –Round Attendance



## In 2021

**321,896**

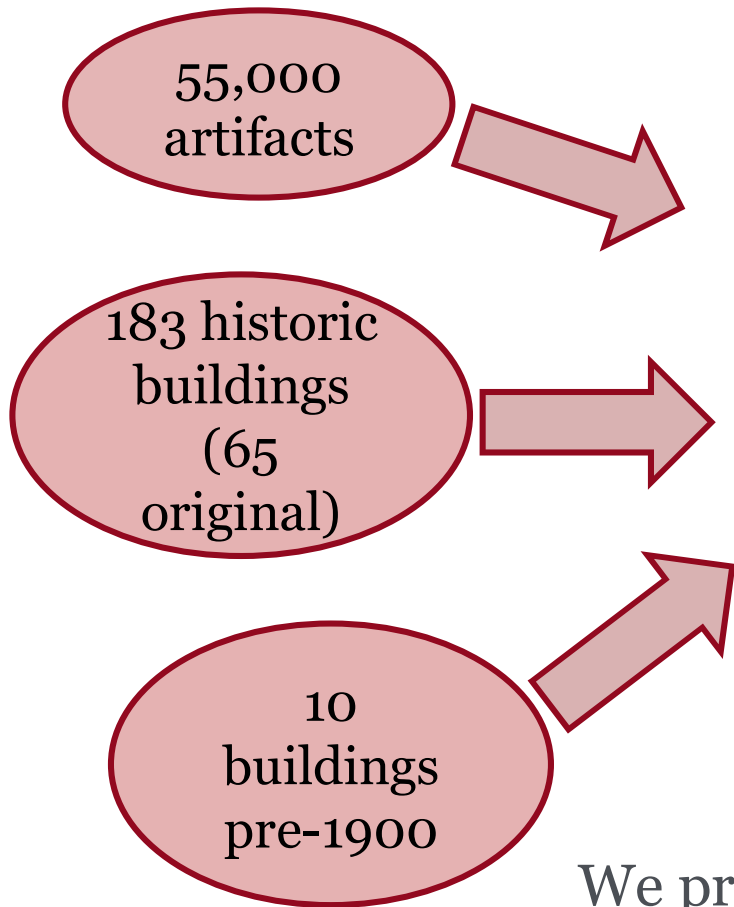
**Total attendance**  
vs peak of 600K

**6,150**

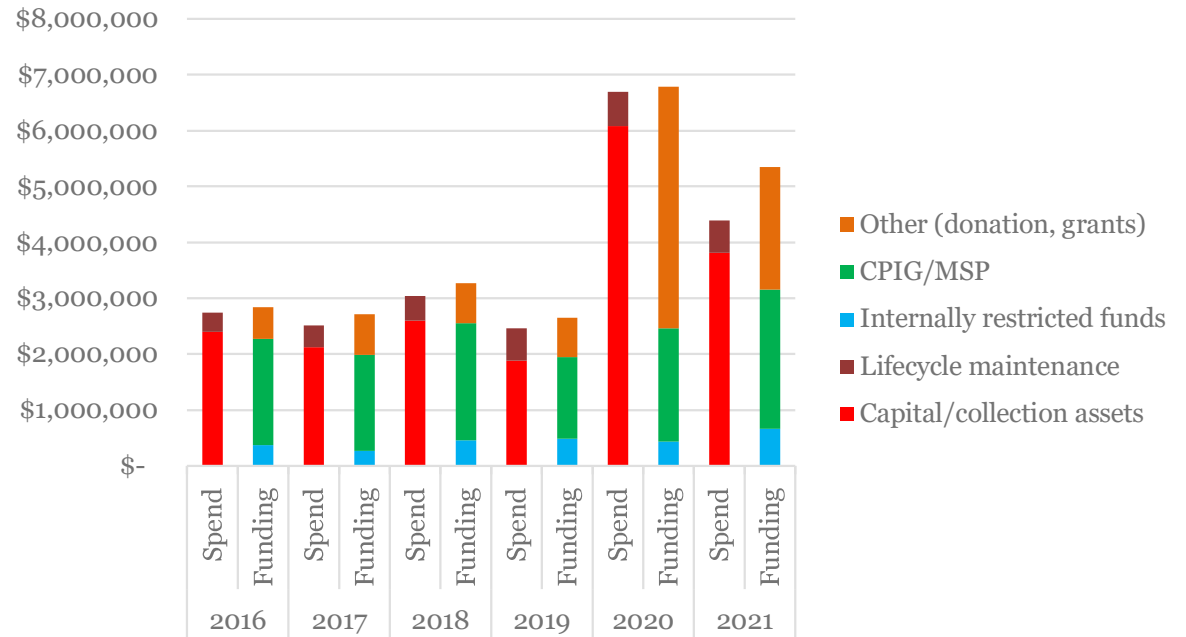
**Education**  
program attendees  
vs peak 65,000



# Current State: No Room for Enhancements



Capital and Life Cycle



We protect Calgary’s heritage buildings with growing annual investment for lifecycle and preservation of historical assets, **which leaves no room for investment in new history experiences**

## Current State

69%

of Calgarians believe Heritage Park is a great place to visit

51%

Heritage Park is one of the top-two attractions most important to Calgary

Almost 1 in 2

say they want to see new types of events and experiences

30%

of summer visitors are tourists



# Questions?