

CIVIC PARTNER 2022 ANNUAL REPORT SNAPSHOT- HERITAGE CALGARY

HERITAGE CALGARY (Formerly the CALGARY HERITAGE AUTHORITY)

Vision: A city that understands and values its diverse heritage.

Mission: To embrace and keep space for the stories of this place.

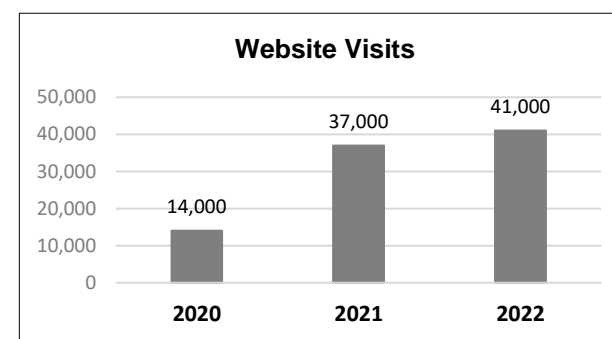
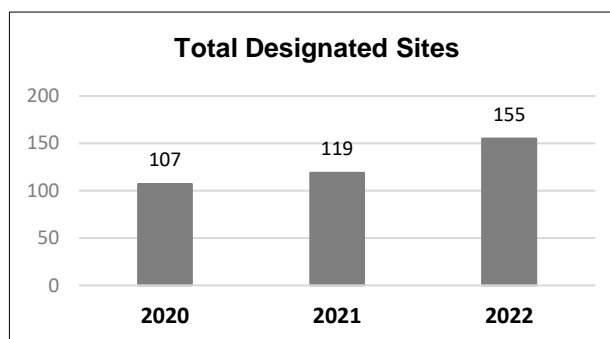
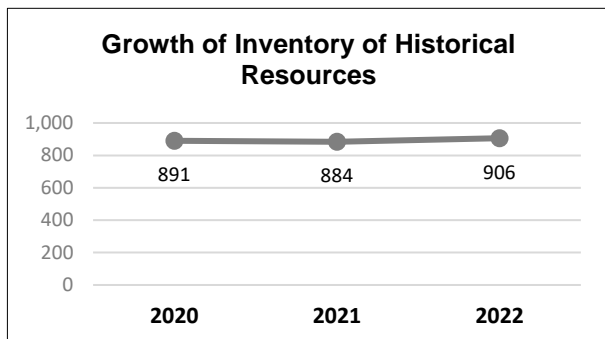
One Calgary Line of Service: City Planning and Policy *Registered Charity*

2022 City Investment

Operating Grant: \$343,000

Calgary Heritage Reserve Disbursement: \$210,000

2022 Results



The story behind the numbers

- Every year the Inventory continues to grow as Calgarians recognize the importance of the Inventory and having a record of heritage assets.
- Calgarians continue to see the benefit in designating their properties for future generations. The jump in designated sites includes a series of parks and boulevards that were designated in 2021.
- Continued to see increased traffic to the website, primarily the Inventory and popular blog posts which explore Calgary’s diverse history. An updated social media strategy directs posts directly to the Inventory landing page.

Addressing climate change

Continued to promote adaptive reuse of existing buildings and salvaging materials from buildings that are subject to demolition. Building retrofits often improve energy efficiency, making them compatible to new buildings, thus reducing operational emissions and avoiding the embodied emissions from constructing a new building.

Advancing equity, diversity and inclusion; and racial equity

In collaboration with the University of Calgary Black Students’ Association, presented a commemorative plaque for the King family including siblings Violet King and Theodore King to recognize their work to advance racial equity in Alberta. Presented plaques commemorating the Shaarey Tzedec Synagogue to FirstService Residential and the Jewish Historical Society of Southern Alberta. Prepared a business case to undertake equity, diversity and inclusion work focused on program delivery, board and staff training and communication.



HERITAGE CALGARY Civic Partner 2022 Audit Report

Civic Partner Name: Heritage Calgary

Legal Structure: Legislated Body, Calgary Heritage Authority Act

Manage/operate a City-owned asset: No

1. What is your organization's guiding mission or mandate?

Our Vision:

- A city that understands and values its diverse heritage.

Our Mission

- To embrace and keep space for the stories of this place.

Our Mandate

- Advise Council on all matters relating to Calgary's heritage.
- Evaluate potential historic sites.
- Maintain Calgary's Inventory of Evaluated Historic Resources.
- Promote public awareness of our shared heritage.

2. What top 3-5 key results did your organization achieve in 2022 that contributed to one or more of key City strategies or plans or [Citizen Priorities](#) (a prosperous city, a city of safe and inspiring neighbourhoods, a city that moves, a healthy and green city)?

A Prosperous City

One Calgary Citizen Priorities identify the need to continue building a local economy that is more resilient to changes in commodity prices (P1), particularly through the growth industry of travel and tourism with an enhanced focus on arts and culture (P2). Heritage conservation has been proven to lead to higher property values and increased tax revenues, the creation of jobs across a diversity of sectors, revitalized neighbourhoods, and economic growth through tourism and the film industry. In 2022, Heritage Calgary added 20 new historic sites to the Inventory and re-evaluated 56 historic resources. Seven resources (7 sites) received legal Municipal Historic Resource (MHR) designation.

A City of Safe & Inspiring Neighbourhoods

The Historian in Residence is a six-month paid residency that supports individual researchers working in any genre related to the diverse social, cultural, and built history of Calgary, Treaty 7, and Metis Region 3. The residency is presented in partnership between Heritage Calgary and the Calgary Public Library, and in 2022 we supported our fifth Historian.

Heritage Calgary continues to work with community associations to participate in local area planning processes and collaborate with heritage advocacy groups.

In 2021-2022 this included a partnership with the Hillhurst Sunnyside Community Association to complete a historical context paper for the area. In 2022, a partnership with the Marda Loop BIA on a historical context paper to be shared in 2023.

Throughout the year, we worked with our community partners at the Calgary Heritage Initiative (CHI), Chinook Country Historical Society, The Calgary Public Library, The City of Calgary, The Calgary

Foundation Jane's Walks, The Glenbow, Southern Alberta Pioneers, The City of Calgary Archives, The National Trust, and The University of Calgary.

Downtown Strategy: Heritage Calgary continued to be an active stakeholder in Calgary's Greater Downtown Plan throughout 2022. Heritage is unavoidable when considering the future of the downtown area – over 30% of the buildings on the Inventory of Historic Resources are located in these communities. The outcome was a strong plan with heritage recognized as a foundational element, rather than simply a policy section.

Cultural Plan for Calgary: Heritage Calgary continues to advance the Cultural Plan for Calgary, continuing to broaden our focus in 2022 to better include the city's intangible heritage, such as community stories, place names, traditional skills and beliefs. We are focusing on building platforms for all Calgarians to tell their story about their contributions to create this city; delving into the complexities of naming, renaming, and commemoration through our framework project; and making creative partnership opportunities with heritage organizations.

Calgary in the New Economy: This economic strategy for Calgary has four strategic focus areas. One of these strategies is "place – we aim to be Canada's most livable city". Heritage in all its forms contribute to the vibrancy and quality of life in the great cities around the world, from iconic historic structures to historic streets being activity hubs where people gather, shop, dine, and celebrate. This economic strategy pursues three key initiatives to become Canada's most livable city, including "expand and enhance tourism, cultural and recreational assets". Heritage Calgary continues to represent the benefits of heritage in this discussion.

Heritage Strategy: We continue to collaborate with Heritage Planning on implementing the Calgary Heritage Strategy. This includes furthering work on future heritage conservation incentives, identifying and advancing public appreciation regarding cultural landscapes, enhancing the publicly accessible Inventory of Historic Resources database, and generally working to heighten awareness of the value of, and issues regarding preservation of Calgary's historic resources. We know that Planning has the Heritage Strategy on their workplan to update in 2023/2024. We would encourage the City to consider broadening the strategy to include more than just built heritage.

3. Performance measures help demonstrate the return on The City’s investment in a partner’s operations. Please identify performance measures that reflect your organization’s impact in 2022 (how much you did, how well you did it, and how the people you serve are better off).

	Performance Measure Name	2020 results	2021 results	2022 results	How does this measure reflect your organization’s impact?
How much did you do?	Growth of the Inventory	891	884	906	Every year the Inventory continues to grow as Calgarians recognize the importance of the Inventory and having a record of our heritage assets.
	Total Designated Sites	107	119	155	Calgarians continue to see the benefit in designating their properties for future generations. This jump includes a series of parks and boulevards which were designated in 2021.
How well did you do it?	Number of Plaques	91	95	99	The Heritage Calgary plaque program is available to historic sites listed on the Inventory. Four plaques were added in 2022: Cope House (demolished 2019-2-5), Hone Ranch House, Neelands Residence, and Shaarey Tzedec Synagogue (demolished in 2014).
	Website Visits	14,000	37,000	41,000	In 2022, we continue to see increased traffic to our website, primarily the Inventory and popular blog posts which explore Calgary’s diverse history. We also updated our social media strategy to direct posts directly to the Inventory landing page.
How are Calgarians better off?	HC Self-Guided Walking Tours	4	6	12	We doubled our number of our popular self-guided walking tours and launched a Halloween walking tour with Mayor Gondek.
	Newsletter Subscribers	801	1245	1305	Our newsletter remains a popular source of information for our community, with over 1300 subscribers and an average 58% open rate, well above industry averages.
	Media Interviews & Appearances	32	37	28	Calgarians are interested in heritage issues, and we welcome coverage from TV news, radio,

					and online outlets. This year we had 28 media interviews.
	Facebook	2700	3577	3992	We continue to share stories and information about our diverse heritage on our social media channels. Our community is highly engaged, often sharing memories and discussions about Calgary's heritage. In 2022, our following grew across all platforms.
	Twitter	1300	1852	1975	
	Instagram	627	1289	1559	

4. What are examples of benchmarks your organization uses to evaluate and improve performance and operations, and increase your organization's impact?

a) Please provide examples of benchmarks, and how this information is being used to support continuous improvement.

Heritage Calgary benchmarks performance in a handful of areas:

- Number of evaluations completed
 - This information shows the evolution of heritage in our city. We continue to research different types of heritage buildings and cultural landscapes for the Inventory.
- Designations
 - This information shows the value that Calgarians see when it comes to designations. The increase of financial incentives from the City is also a driving factor in the number of designations and additions to the Inventory.
- Website visits
 - This information shows how Calgarians value their heritage and look to us for information, programs, content, and resources.
- Our targets are the averages from the last four years.

b) Please indicate your current and targeted performance in comparison to these benchmarks

Benchmark	2022 Target	2022 Actual
Number of evaluations completed	36	76
Number of sites designated in the year	8	36
Website visits	19,000	41,000

5. What key results or progress was achieved in 2022 that reflected your organization's changes to strategies, programs or services to better address equity, diversity or inclusion, or support racial equity?

In 2022, in collaboration with the University of Calgary Black Law Students' Association (BLSA), we presented a plaque commemorating the King family including siblings Violet King and Theodore King, who are recognized for their work to advance racial equality in Alberta and are a significant part of Alberta's civil rights history.

We also presented a plaque commemorating the Shaarey Tzedec Synagogue to FirstService Residential and the Jewish Historical Society of Southern Alberta.

In 2022 we worked on a business case to the City to receive funding in 2023-2024 to undertake EDI work that will focus on delivery of programs, training of board and staff and communication changes.

6. What steps did your organization take in 2022 to advance any respective calls to action in the [Truth and Reconciliation Commission of Canada: Calls to Action](#) report or [The City's White Goose Flying Report](#)?

The City's White Goose Flying report specifically names the requirement for a reconciliation lens regarding historic naming processes in Calgary.

In the spring of 2022, Heritage Calgary delivered the Naming, Renaming, Commemoration, and Removal (NRCR) Handbook to City Council. The handbook provides a resource and discussion guide for anyone thinking of undertaking an NRCR project in their community. Over 500 Calgarians participated in the Naming, Renaming, and Commemoration Project that led to the development of this Handbook. We extend special gratitude to the members of the Indigenous Sharing Circle and to the City of Calgary Council Innovation Fund for funding this important work.

RESOURCES

7. Please outlined how The City's operating funding was allocated in 2022.

1%	Advertising and promotion
35%	Programs or services
8%	Office supplies and expenses
5%	Professional and consulting fees
51%	Staff compensation, development and training
0%	Fund development
0%	Purchased supplies and assets
0%	Facility maintenance
0%	Evaluation or Research
%	<i>Other, please name:</i>

8. Did volunteers support your operations in 2022?

How many volunteers?	10
Estimated total hours provided by volunteers:	2000

9. Did your organization receive any awards or recognition in 2022 that you want to highlight?
NA

10. What changes did your organization implement in 2022 to address climate change, for example, operational or program changes that reduced greenhouse gas emissions (GHG), air/water pollution, or waste that aligned with [The City's Climate Change Program](#) including Council's Climate Emergency Declaration?

Retaining, retrofitting, and reusing existing buildings is more environmentally friendly. It reduces carbon emissions and helps meet climate change targets, and prevents added landfill waste, energy use, and carbon emissions. The act of demolition itself, including trucking the waste to a landfill, uses energy and

adds to carbon emissions. Heritage conservation is inherently sustainable because “the greenest building is the one that already exists.”

Fifty percent of the buildings in Canada were constructed prior to 1970. Since demolishing a 2,500 square foot house sends 60 tons of debris to the landfill, Heritage Calgary continues to promote adaptive reuse of existing buildings and the salvage of materials from buildings that are subject to demolition. Building retrofits often improve energy efficiency, making them compatible to new buildings, thus reducing operational emissions and avoiding the embodied emissions from constructing a new building. Heritage conservation is inherently sustainable, and experts continue to point out that the “greenest building is the one that already exists”. This is a crucial response to the City of Calgary’s Climate Emergency Declaration.

11. CAPITAL PROJECTS AND ASSET MANAGEMENT (for Civic Partners managing City-owned assets)

~~12.~~

Asset: Insert Name of City owned asset managed or operated

~~a) What are 3-5 capital projects undertaken in 2022 that were funded by The City?~~

Project	City Funding (2022)	Benefit (service improvement, efficiency, improved condition)