

HERITAGE CALGARY

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

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

Service Line: *City Planning and Policy*

Registered Charity

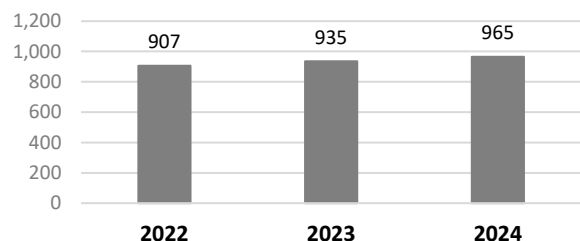
2024 City Investment

Operating Grant: \$615,410

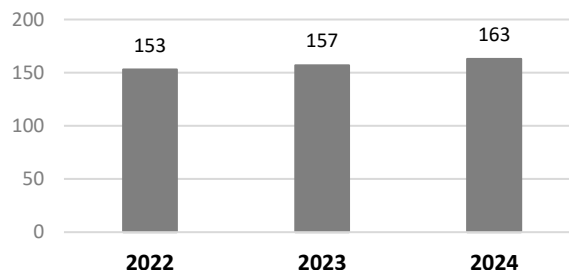
One-Time Grant: \$58,890

2024 Results

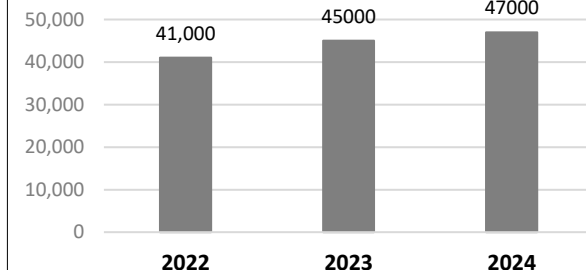
Growth of Inventory of Historical Resources



Total designated sites



Website visits



The story behind the numbers

- The Inventory is a catalog of Calgary's heritage assets and every year Calgarians recognize its importance by adding new sites.
- Calgarians continue to see the benefits of designating their properties for future generations. 2024 marked the first in-person Heritage Calgary Awards since 2018 and drew over 220 community members to celebrate history and heritage in Calgary.
- Heritage Calgary continued to grow traffic to its website through the curation of social media stories. In 2024, 22 blogs were published, showcasing content from insights by the Historian in Residence to updates to the Inventory, which catalogs the city's historic sites.

Benchmarks

Heritage Calgary benchmarks its performance in a number of areas including the number of evaluations completed, website visits and participant surveys. A focus on continuous improvement through internal performance tracking, regular assessments of initiatives and adapting best practices is made to enhance programs and services.

Looking ahead: 2025 highlights

In 2025, Heritage Calgary is celebrating 25 years of service and impact created through continued action to manage and promote the restoration of heritage buildings.



HERITAGE CALGARY 2024 Civic Partner Annual Report

Civic Partner Name: Heritage Calgary

Legal Structure: Legislated Body, established under the Calgary Heritage Authority Act

Manage/operate a City-owned asset: No

Mission/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.

1. What 3-5 key results did your organization achieve in 2024 that contributed to:

a) One or more [Council Strategic Directions](#)- economic resilience, social resilience, climate resilience?

1. **Economic Resilience:** We launched regular walking tours of the Stephen Avenue Mall in the summer of 2024. These tours were offered for a nominal fee and were intended to support Result 7. Although intended for visitors and tourists, most of the participants in the walking tours were local Calgarians who weren't regular downtown visitors. The tours offered an opportunity to share the historic importance of Stephen Avenue and show locals some of the other features and attractions of the downtown core.
2. **Social Resilience:** We hosted the first in-person Heritage Calgary Awards since 2018 and brought together over 220 community members to celebrate history and heritage in our city, where we recognized seven amazing winners. Dignitary attendance at the Heritage Calgary Awards further illustrates the recognition and support for our work. We partnered with the Calgary Public Library on the Historian-in-Residence again when we welcomed Tess McNaughton as the seventh historian who focused on queer and women's history. Each week we highlight sites from the Inventory on social media. Our audience engages highly with these posts, and many followers share their own stories and memories of the featured heritage site. This interweaving of stories represents the connection between people and place that lies at the heart of our work.
3. **Climate Resilience:** We support the adaptive reuse of office conversions and continue to remind developers of the benefits of rehabilitation and salvage when we are circulated for comments on historic sites.

b) Your own organization's strategy?

1. **Impactful Programs** - We saw significant interest in the Inventory, as the cornerstone of Heritage Calgary's mission to embrace and keep space for the stories of this place, and actively reviewed and commented on 32 Development Permits (DPs) and Land-Use Change Applications (LOCs) that impact Inventory resources. In 2023, we supported the 7th Historian in Residence in partnership with the Calgary Public Library. We hosted a Demystifying Heritage session in partnership with the City of Calgary, presented at the Crescent Heights Community Association in May. For Historic Calgary Week, we hosted a session in partnership with Lougheed House and again partnered with Lougheed House about the restoration of heritage homes with guest speakers Mark Chambers and Edwin Gowan.

2. **Community Engagement** – Our community came together to celebrate the winners of the Heritage Calgary Awards in November where we recognized seven amazing winners. We continued to partner with local organizations to deliver on communications initiatives and programs, including the Calgary Public Library, Parks Foundation Calgary, Lougheed House, Chinook Country Historical Society, The Confluence Historic Site & Parkland, Jane's Walks, The Glenbow, and The University of Calgary. Additionally, our communications channels help us share stories directly with our community. Our social media, newsletter, and website metrics continue to increase year over year. We were grateful to share our accomplishments with our partners at our first-ever Report to the Community event at Doherty Hall at Stampede Park Where we were joined by representatives from The Confluence Historic Site & Parkland (formerly Fort Calgary) and the Calgary Stampede for a panel discussion around storytelling. Complimentary admission to the new Sam Centre was available to our guests following the event.
3. **Capacity Building** – The entire team (board and staff) took part in a number of training sessions as part of our work with our DEI consultant. Training included DEI Fundamentals, KAIROS Blanket exercise, Land Acknowledgement Training, Uncovering truths of Indigenous history, Impacts of Intergenerational Trauma and Inclusive Communications.

2. Performance measures help demonstrate the return on The City's investment in a partner's operations, and support continuous improvement. What performance measures reflect your organization's impact in 2024?

	Performance Measure Name	2022 results	2023 results	2024 results	How does this measure reflect your organization's impact?
How much did you do?	Growth of the Inventory	907	935	965	Every year, the Inventory grows as Calgarians recognize the importance of having a record of our heritage assets.
	Total Designated Sites	153	157	163	Calgarians continue to see the benefit in designating their properties for future generations.
How well did you do it?	Number of Plaques	98	101	108	The Heritage Calgary plaque program is available to historic sites listed on the Inventory. Inglewood Community Hall, Stuart Residence, Rossmore Apartments, 614 17 AV SW, Simonelli Residence, Raduloff Residence, and New East Ward School all received plaques in 2024.
	Website Visits	41,000	45,000	47,000	In 2024, we continue to see increased traffic to our website, primarily the Inventory and popular blog posts. We posted 22 new blog posts in 2024.
How are Calgarians better off?	HC Self-Guided Walking Tours	12	14	14	In 2024 all the self-guided walking tours were updated.
	Newsletter Subscribers	1305	1418	1577	Our newsletter remains a popular source of information for our community, with over 1577 subscribers and an average 63% open rate, well above, non-profit industry

					averages placed by most sources at 25-28% and by Mailchimp at 40%.
	Media Interviews & Appearances	28	29	35	Calgarians are interested in heritage issues, and we welcome coverage from TV news, radio, and online outlets.
	Facebook X (Twitter) Instagram	3992 1975 1559	5071 2102 1989	5627 -- 2388	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 2024 we stopped prioritizing the X (Twitter) platform.
	Event Registrations	N/A	339	529	In 2023, we implemented our CRM database which allowed us to begin tracking event registration. This demonstrates public interest in our events and programs.

3. Are there any additional stories or information you wanted to share beyond performance measures that demonstrate the impact of your organization's programs or services?

- Interest in Calgary's diverse heritage continues to grow, as demonstrated by Inventory and designation growth and increasing engagement with heritage programs and communications.
- We published 22 blogs on our website in 2024, which was the most ever.

4. Does your organization use benchmarks to evaluate and improve performance and operations, and increase your organization's impact?

a) Examples of benchmarks:

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.
- Website visits
 - This information shows how Calgarians value their heritage and look to us for information, programs, content, and resources.
- Participant Surveys
 - After each event, feedback is solicited from participants through a short event survey. The aim is to assess how events can be made to run more smoothly and ensure that the satisfaction, needs and interests of Calgarians are met.
- Our targets are the averages for the past three years.

b) What is your current and targeted performance in comparison to these benchmarks?

Benchmark	2024 Target	2024 Actual
Growth of the Inventory	908	965
Website Visits	44,333	47,000

c) How this information is being used to support continuous improvement?

Heritage Calgary operates within a unique heritage ecosystem in Calgary, making external performance benchmarking challenging as there are no directly comparable organizations. However, we actively engage with heritage organizations across the country to exchange best practices and insights. Despite these efforts, legislative differences among provinces mean that direct comparisons are not always feasible. Instead, we focus on continuous improvement through internal performance tracking, regular assessments of our initiatives, and adapting best practices where applicable to enhance our programs and services.

5. How does your organization address equity, diversity or inclusion, or support racial equity?

Heritage Calgary worked with a DEI consultant in 2024 to undertake a review of our practices and programs and is continuing to implement their recommendations. That same year, we relocated to an accessible building near the LRT, ensuring greater ease of access for all Calgarians. We have also updated our website resources to be more inclusive and revised our operational processes to promote equity in hiring, ensuring that applicants are aware of our policies and that job descriptions are more open and welcoming. Our commitment to diversity extends to our research and publications, as we continue to share underrepresented communities' stories through blog posts and social media, fostering a sense of pride and belonging among Calgarians. Additionally, we actively seek evaluations of historic sites with significance to underrepresented communities for potential inclusion in the Inventory, ensuring that Calgary's heritage reflects its full and diverse history.

6. How is your organization advancing Indigenous Truth and Reconciliation? (For example addressing specific calls to action in the [Truth and Reconciliation Commission of Canada: Calls to Action](#) report or [The City's White Goose Flying Report](#))

Heritage Calgary is committed to advancing Truth and Reconciliation by making space for Indigenous stories and perspectives in our work. Guided by the *TRC Calls to Action* and the City's White Goose Flying Report, we collaborate with Indigenous communities to include their histories in the Inventory of Evaluated Historic Resources, share Indigenous stories through public education and social media, and engage with the City's Indigenous Relations Office to align our efforts. We recognize reconciliation as an ongoing journey and strive to reflect Indigenous voices in our programs and initiatives.

RESOURCES**7. Please estimate how The City's operating funding was allocated in 2024.**

1%	Advertising and promotion
35%	Programs or services
8%	Office supplies and expenses
5%	Professional and consulting fees
51%	Staff compensation, development and training
%	Fund development
%	Purchased supplies and assets

%	Facility maintenance
%	Evaluation or Research
%	Other, please name:

8. Did volunteers support your operations in 2024? (including board and committee members)

How many volunteers?	15
Estimated total hours provided by volunteers:	1885

9. Did your organization receive any awards or recognition in 2024, or have any client or participant feedback that you want to highlight?

Our CEO, Josh Traptow, was recognized by the *Calgary Herald* in January as a 2024 Compelling Calgarian and by *Avenue Magazine* as a Top 40 Under 40 in October.

10. How did your organization address climate change in 2024, for example, operational or program changes that reduced green house 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. Are there any projects, initiatives or plans for 2025 that you want to briefly highlight?

In 2025, we will celebrate 25 years of Heritage Calgary and have some programs and events planned. We received funding from the Alberta Real Estate Foundation for this project.

THE FOLLOWING SECTION IS FOR CIVIC PARTNERS MANAGING CITY-OWNED ASSETS

12. CAPITAL PROJECTS AND ASSET MANAGEMENT

Not Applicable