



# the confluence

HISTORIC SITE & PARKLAND

I'táámito'táaattsiyio'pi

# 2024 Highlights

## Public Programming with Purpose

Walk for Reconciliation, Orange Shirt Day, 2SLGBTQ+ communities, and more.

## Downtown Activation & Major Community Events

Country Thunder, Brewery and the Beast, and other major events over 72,000 people downtown.

## Reciprocity in Action

Delivered \$48,000 in discounted venue rentals to 85+ indigenous community groups.

## Investing in Infrastructure

Allocated \$636,000 to upgrades improving safety, accessibility, and visitor experience.

## Significant Revenue Growth

\$1.46M in earned revenue, growth limited only by space and staffing.



# 2024 Performance Measures



## Museum Visitors

Inviting Calgarians and visitors to gather and reflect on the stories we tell and the ways we tell them.

### Annual Visitors:

2022: 10,834  
2023: 11,781  
2024: 9,491



## Public Programs

Sharing truthful histories about this place to create meaningful and personal experiences.

### Registered Attendees:

2022: 1,190  
2023: 3,671  
2024: 8,436



## Venue Rentals

Connecting community and adding vibrancy to our downtown with events large and small.

### Total Rentals:

2022: N/A  
2023: 214  
2024: 242

# Our Strategic Plan in Action

The Confluence is proud to serve as a dynamic civic partner, aligning our 2024–2027 strategic priorities with City Council’s foundations.

## ECONOMIC RESILIENCE

- Diversified fundraising
- Sustainable economic growth
- Fostering partnerships

## SOCIAL RESILIENCE

- Alignment with *White Goose Flying Report*.
- Supporting LGBTQIA2S+ communities
- Inclusive gathering spaces, events, & programming

## CLIMATE RESILIENCE

- Investing into the land for year-round activation
- Programming focused on environmental stewardship
- Concept planning with O2 Planning & Design for future opportunities





# Land

## \$636K Invested

in infrastructure, land care, accessibility, safety, and ongoing maintenance.

## Site Concept Plan

to be finalized in 2025 with O2 Planning & Design, guiding future development.

## Indigenous Land Stewardship

ensures the land is restored after each activation.

## 1,238 Alpha House Outreach Hours

supporting 400+ individuals on-site.

### Council Foundation

ECONOMIC RESILIENCE  
CLIMATE RESILIENCE

### Council Focus Areas

DOWNTOWN REVITALIZATION  
LAND USE & LOCAL PLANNING  
GLOBAL POSITIONING & REPUTATION





# Truth

**50+ Blackfoot Artists, Elders, and Knowledge Keepers**  
consulted for Kípaidápiiyssinnooni, Blackfoot exhibit opening in spring 2025.

## Indigenous Honoraria Budget

Increased from \$22,250 (2023) → \$46,336 (2024) → \$58,600 (2026).

## The Confluence Reciprocity Program

provides free venue rentals for Indigenous-led organizations and events,  
and free admission for Indigenous visitors.

## 33 Indigenous-Led Programs

delivered to 747 participants, deepening understanding and connection.

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SOCIAL EQUITY  
LAND USE & LOCAL PLANNING





# Inclusion

## Queer Prom

a sold-out event with 255 guests.

## Inclusive Walking Tours

queer and women's history.

## Financial Accessibility

for low-resource schools to reduce barriers to accessing  
The Confluence, Access 2 Card program, Fair Entry program.

## Autonomous Indigenous Ceremonial Room

a free, accessible ceremonial and programming space.

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SOCIAL EQUITY  
HOSTING & HOSPITALITY





# Community

## 138 Volunteers

contributed over 2,200 hours to programs, events, and site care in 2024.

## 812 Programs & Events

created spaces for people to gather, play, learn, and grow.

## 8,500+ Children Reached

through camps, school programs, and youth groups which increase safety on the site.

## 90% Employee Satisfaction

with 80% feeling connected to our mission and vision.

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# Responsibility

## Transparency & Governance

working with the board and its committees to ensure projects are managed responsibly, financial decisions are made with care.

## Fundraising

focused on maximizing funding opportunities, grants, donors, and sponsorships.

## Sector Leadership

Award in Sustainability from the Alberta Museums Association for our rebrand.

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An aerial photograph of a historic site. In the foreground, a large white tent with a blue roof stands on a green lawn. To its right is a large, multi-story historic building with white walls and red trim. Further right, a statue of a person on horseback sits on a circular pedestal. In the background, a river flows through a lush green landscape with trees showing autumn colors. A city skyline is visible in the distance.

# Our Story Continues to Unfold





# the confluence

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