

ISC: Unrestricted The Confluence Presentation 1

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.



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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.

ECONOMICRESILIENCE

- 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.

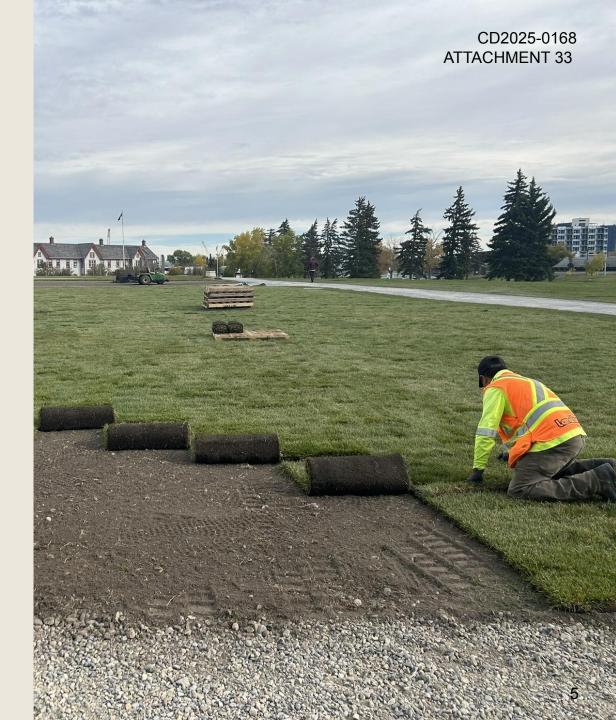
Council Foundation

ECONOMIC RESILIENCE
CLIMATE RESILIENCE

Council Focus Areas

DOWNTOWN REVITALIZATION LAND USE & LOCAL PLANNING GLOBAL POSITIONING & REPUTATION

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Truth

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

Indigenous Honoraria Budget

Increased from \$22,250 (2023) \rightarrow \$46,336 (2024) \rightarrow \$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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ECONOMIC RESILIENCE SOCIAL RESILIENCE CLIMATE RESILIENCE **Council Focus Areas**

DOWNTOWN REVITALIZATION SOCIAL EQUITY LAND USE & LOCAL PLANNING

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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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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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LAND USE & LOCAL PLANNING
GLOBAL POSITIONING & REPUTATION

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