



2017 Civic Partner Annual Report



2018-05-10

Presentation

V04

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CITY OF CALGARY
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CITY CLERK'S DEPARTMENT

**Fort Calgary tells
the stories of the
people who have
shaped us.**



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Confluence and Change

When you visit Fort Calgary, you stand on the traditional territory of the peoples of Treaty 7. This land is also home to the Métis Nation of Alberta, Region 3.

This is where the North West Mounted Police arrived in 1875 and built the Fort - the very foundation for the city of Calgary. In just under 150 years, Calgary grew from a tiny outpost to a city of over 1.23 million people. It is where diverse worldviews collided, forever changing the people and the place.

We invite you to reflect on how the past shapes today, and imagine possibilities for tomorrow.



2017 Accomplishments – Capital Project

PHASE THREE – MUSEUM EXPANSION

- Secured an additional \$1.7 million in funding to reach our Make History Capital Campaign goal and initiate Phase III: Museum Expansion
- Partnered with CMLC to initiate Functional Program development
- Launched a new Exhibit: *The Story Continues* highlighting our evolving mandate and inclusive portrayals of history
- Launched a new Exhibit: *20 Acts of Reconciliation*

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2017 Accomplishments – Operations

- Hosted 105,167 guests to our Museum, Hospitality Services and Events
- Reached 14,320 school children through our Learning Centre Programs and Museum Kits
- Hosted the first exhibit of Treaty 7 since signing in 1877 as our Canada 150 Flagship Project
- Partnered with Old Sun Community College to create an Indigenous Intern Program
- Staged an Indigenous Heritage Roundtable for the Museums and Nation Building Conference in partnership with the Commonwealth Association of Museums
- Established an enhanced diversity portfolio through creation of a Director of Cultural Development role
- Introduced a Human Resources Strategy and Performance Evaluation Framework

2017 Performance Highlights

Visitor Attendance +31.9%

New content, exhibits, programming, and activities that provided opportunities to engage with Indigenous history, culture and experience brought out new visitors. The Canada 150 profile also helped to boost attendance. A larger number of local guests visited the Museum in 2017, in part due to higher incidence of 'stay-cations' among Albertans impacted by recession. We also piloted a number of initiatives targeted to new demographics (picnics, speaker series, additional food services offerings, visiting exhibits)

Increase in Museum Education Participation +4.3%

In a time in which we, as a Nation, are seeking to come to terms with our colonial history and the Calls to Action related to reconciliation, Fort Calgary has filled a vital need in taking the first steps to provide our students with diverse opportunities to engage directly with experiential learning related to Indigenous, knowledge, history, world views and experiences. Our fledgling efforts in 2017 have actively provided Calgarians with a forum and a venue to explore first hand the legacy of colonization and how it has shaped the present we live.

Increase in Equal Access Beneficiaries +8.8%

The utilization of the Equal Access Fund continues to grow as we engage more diverse school audiences, connect with Band run schools on surrounding Nations, and expand offerings to Jr. and Sr. High Schools. The ripple effect of several years of recession and disproportionate representation of target Indigenous populations in low income schools has also allowed us to make increased use of the Endowment fund to ensure no barrier programming for diverse student populations.

Connecting with Community



Strategic Challenges

1. Sustaining required revenue through a range of sources.
2. Maintaining standards in an aging facility with significant maintenance needs.
3. Ensuring ongoing relevance and public appeal in a shifting arts and culture landscape.

Fort Calgary has worked actively in 2017 to diversify funding sources and enhance revenue generation opportunities.

- Added a Marketing and Communications professional to our staff team
- Designed a new brand concept
- Elevated an existing role to focus broadly on engagement
- Secured additional funding through four (4) new funding sources

Fort Calgary has worked to address Life Cycle needs based on priorities identified in the Asset Management Plan.

- A schedule of Life Cycle projects has been developed for 2018 which will address all key maintenance and replacement needs
- The remainder of lower priority Life Cycle needs will be addressed fully through the Museum Expansion Project.

Fort Calgary has been engaged in a long term capital improvement plan.

- Fully re-assessed viability and relevance of our Museum Expansion Project
- Negotiated with funders to secure necessary extensions for existing funding
- Worked with stakeholders to accurately assess needs
- Pursue an adapted Project Plan which reflects our commitment to deliver an authentic, relevant, and sustainable operations within an upgraded facility

Fort Calgary has made a commitment to sustainability as part of our three year strategic priorities.

- Conducted extensive consultation with key stakeholders and primary audiences to establish programmatic direction
- Incorporated program enhancements that will support ongoing relevance within our target market
- Expanded our ability to attract and retain guests and program participants through diversifying offerings



Experience
Engage
Connect
Learn

Thank you!