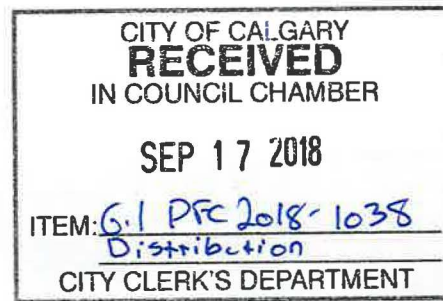




One Calgary Civic Partner Presentation

Fort Calgary
Economic Development and Tourism



About our Work

Our mandate is to preserve, utilize, develop, interpret and promote Fort Calgary as a National Historic Site for the benefit of citizens and visitors to the City of Calgary.

Calgary's story is always evolving, and so are we. Our Museum Redesign Project is bringing new life to Fort Calgary. The stories of the Fort Calgary site can be seen from many different angles. Sometimes there are clear vistas and open doors. There are also hidden corners that need some light. We are working with members of the community to illuminate diverse perspectives.

We strive to create a place where people and history intersect to foster awareness, understanding, and engagement with our past, our present, and the potential for our shared future.

Meeting the Needs of Calgarians

MOST VALUED ELEMENTS:

- ❖ Authenticity of location and geography
- ❖ Experiential education
- ❖ Treaty 7 and MNA connections
- ❖ Central hub for creative events
- ❖ Green space respite amid high density
- ❖ Diverse partnerships



Trends and Research

- ❖ Legacy education and evolution of responses to TRC Calls to Action
- ❖ FNMI curriculum development and implementation
- ❖ EV and WV Master Planning
- ❖ Museum Relevance
- ❖ Cultural diversity
- ❖ Guest and visitor patterns of access



The Story Continues: 20 Acts of Reconciliation

Alignment with Citizen Priorities & Council Directives

A City of Safe and Inspiring Neighbourhoods – Cherishing and protecting our heritage will enrich the sense of place in our communities.

- Museum Redesign Capital Project
- Learning Centre Program Enhancement

A Healthy and Green City – continue to make parks and green spaces a priority and proactively seek to increase green space in neighbourhoods

- Site Improvements and Pop up Activations
- Special Events

A Well Run City – in concert with TRC recommendations develop a strong, positive, and enduring relationship with Treaty 7 Nations, MNA Region 3 and all urban Indigenous Canadians.

- Curatorial Partnership – Indigenous Advisory Council
- Preferred host for Indigenous Gathering and Ceremony
- Hub for Legacy Education

2019-2022 Business Plan

- ❖ Enhance profile, marketability, and status as a prime City of Calgary attraction and cultural/historic resource.
- ❖ Create a venue that represents the birth story of Calgary in a manner worthy of sharing with the local and global community of visitors.
- ❖ Deliver an experiential learning forum that offers an innovative and inclusive representation of intercultural relations in Southern Alberta.
- ❖ Ensure longevity and sustainability of Fort Calgary.



Results and Measuring Performance

- ❖ Number and diversity of audience visits to Fort Calgary will increase by 30% post Museum Redesign Project
- ❖ Number and diversity of partnerships expands by two new relationships/year 2019-2022
- ❖ Number of annual public events is increased by 35% by 2022



2019-2022 Operating Budget

- Emphasis on conservative spending in anticipation of closure period
- Continuity of events and catering revenue generation
- Strategic planning for enhanced revenue streams through expanded programming
- Strategic partnership to expand gift shop and addition of a destination café
- Shared economic benefit with Indigenous partners
- Maintain momentum through site activation
- Reduced budget 2019-2020 with gradual increase 2021-2022

2019-2022 Capital Budget

- Lifecycle priorities addressed
- Capital renovation and expansion 2018-2020
- Total Project cost \$10.4 million
 - Federal
 - Provincial
 - Municipal
 - Calgary Foundation
 - Private Donors

