



REFLECT REIMAGINE RENEW

STRATEGIC PLANNING PROCESS

2022



MESSAGE FROM PRESIDENT & CEO

Heritage Park creates memories –
our own personal histories of visiting.
- Community Leader

SPRING 2022 UPDATE

In 2021, we launched **Reflect. Reimagine. Renew.**, a process to plan the continued evolution of Heritage Park. As we begin to reimagine our future, we want to first reflect on what we've heard from our community.

Since 1964, Heritage Park has been deeply embedded in the lives and memories of southern Albertans. Over the past several months, I've talked with hundreds of visitors, annual members, volunteers, tourists, neighbours, community leaders, donors and sponsors. I've heard many amazing, heart-warming stories.

Everyone has been very generous in sharing their stories of Heritage Park, the memories they have made here with families and friends, and their own ideas for our future.

Through these conversations and extensive formal research, we've gained a richer understanding of Heritage Park's role in connecting the past to the present, why that's especially important in 2022, and what it means for our Park's evolution.

Thanks to your input, we are confident that our charitable, not-for-profit organization has an exciting future at the heart of our community.

There is an opportunity for Heritage Park to further connect with young adults and adults too.
- Community Leader



From your feedback, we've heard four clear key themes that will help us shape a Park Development Plan for expanding Heritage Park as a community and tourist destination and as a hub for historical, cultural storytelling:



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- Community Leader

Heritage Park Creates Powerful Personal Memories

Heritage Park holds a lifetime of fond memories—school trips, birthdays, family visits as kids, the rite of passage of a first job, time spent volunteering. You’ve brought out-of-town visitors and first dates. You’ve attended weddings and business events. You’ve spent a lot of time here with your kids and

grandchildren. Together, you learned about Alberta’s past and sparked conversation about its future.

In addition to memories, you built connections – with our history and with one another. You discovered Heritage Park’s “power of place,” with its ability to convene and connect people.

At a time when there are so many social, political and economic factors that push people apart, and so much technology that isolates us, it is vital for a healthy community to have places to gather in peace. Heritage Park is a safe place to step back from the turmoil of the everyday, to connect at a deeper, personal level.

Heritage Park is an important custodian of our history.
Many of the artifacts and their stories would have been lost
if they had not been gathered together at Heritage Park.

- Survey Participant



The Past is Actually About Today

Our mission is to bring to life the stories of the diverse people whose contributions have shaped the unique heritage and development of the Canadian Prairies. Most important, by sharing this history, guests of all ages can discover lessons that remain relevant today. How did earlier generations come to live in this unique climate and geography? How did we persist despite the hardships? How did people from very different cultures work together to build a cohesive community—one that is recognized as one of the best in

the world? Exploring the past helps us understand how our distinct community and identity was formed.

As so many people told us, shared memories bind us together. They give us a sense of belonging. They spark curiosity about different perspectives and diverse experiences. With better understanding of the past, we can inspire new possibilities for our future.

As historical storytellers, we live in the present. Our decisions about what artifacts, people and events to showcase

reflect what we today think is important to our community. In other words, the stories and perspectives we choose to share reflect our values today.

In this way, Heritage Park is much more than a great day out. Our compelling experiences promote learning, reflection and forward-thinking. And by influencing our guests, our impact goes far beyond the Park gates. We are inspiring tomorrow's community.

More Experiences for All Ages and Abilities

Our guest research tells us that visitors love spending time at Heritage Park. Experiences such as riding the steam train and S.S. Moyie, exploring the midway and visiting the candy store are enormously popular. At the same time, however, you've also told us you'd welcome new features—for instance, new amusement rides, greater variety of food choices, more events in the evening, more activities designed for teenagers and adults without kids, more interactive

experiences, and refreshed programming in the front Plaza area. You have told us you'd welcome more reasons to return more often.

You've also reminded us that what makes Heritage Park truly unique are the immersive experiences. This is a place where history comes to life. You can see the original buildings, curl your nose from an unforgettable smell—from the farm animals to the bakery—handle real objects, and talk in person with characters from the past.

In addition to appealing to people of all ages, you told us we must enhance accessibility for people of all abilities. At 127 acres and 180 historical buildings, Heritage Park can be difficult to navigate for some guests. We're pleased to have recently received funding to create a wheelchair accessible train car...and we will be doing more projects like that.

As stewards of this very special space on behalf of all Calgarians, we want to ensure Heritage Park is open to and welcoming all visitors!

Heritage Park can introduce more stories, from more perspectives, with new content, more frequently.

- Community Leader

Survey says ...

In 2021, we invited people across Southern Alberta, including donors, employees, volunteers, neighbours, members, annual membership holders and others to share their perceptions, thoughts and ideas about Heritage Park. Through conversations and workshops, we elicited candid perspectives about the Heritage Park brand, what it delivers and opportunities for the future.

51%
OF THOSE SURVEYED
ranked Heritage Park as one of the top-two attractions most important to Calgary.

Visitors come to Heritage Park to:

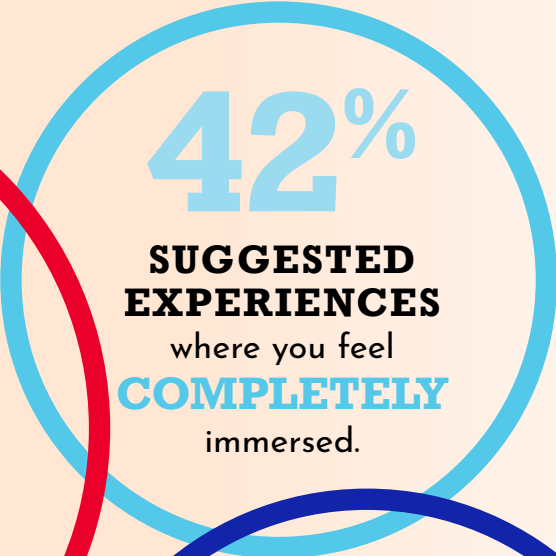
- spend time with friends/family (50%);
- experience history first-hand (49%); and,
- feel connected to the past/history (47%).

69%
OF CALGARIANS
believe Heritage Park is a great place to visit.

71%
OF CALGARIANS AGREED
Heritage Park allows visitors to feel completely immersed in history.

*Stone-Olafson Brand Survey, August 23 - September 6, 2021

Research revealed...



Different perspectives about
history offer richness
into our community.
- Community Leader

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Embrace the Diversity of Our Community

For thousands of years, First Nations people have travelled through and lived in the Calgary area, sustained by the bounty of nature. The past 150 years have seen steady waves of migration, as people from around the globe have moved to the Prairies. Today, Calgary is the third most diverse city in Canada and is regularly recognized internationally as one of the world's best places to live. Our diversity is our strength.

Heritage Park is a safe place to learn, listen and share.
- Community Leader

From the Indigenous village that was part of our 1964 opening, to the relocation of Montefiore Institute Synagogue to our Park in 2009, to the opening of the Famous 5 Centre of Canadian Women in 2014, we are very proud that Heritage Park has always found many ways to celebrate the diversity of our community.

You've told us that Heritage Park is a safe place to gather and to learn. With your encouragement, we will continue to present diverse stories, told by diverse storytellers. We believe our unique gathering place can facilitate dialogue and build empathy. We can say "your story matters." We can unify.

It seems that in a time of great uncertainty about our world, this role is more important than ever.



WHAT’S NEXT

It would be great to have music performances – like barbershop quartet – periodically in the main street.
- Heritage Park Visitor

Heritage Park has certainly evolved since our gates opened in 1964. Your feedback has identified exciting new ways we can build upon the Park’s proud legacy and expand its tremendous social and economic impact.

With your support, Heritage Park will continue to improve, as a unique living history museum, as one of Alberta’s top tourism attractions, and as a community builder. We’re excited to enhance the stories of our shared history and how they’re told– with new experiences, added fun, interactivity, and diverse voices.

As we move into the reimagine phase of our planning process, we will continue to listen. You, our Heritage Park community, have given us a lot to consider. We will continue to seek your input as we develop our Park Development Plan.

Yours truly,



Lindsey Galloway
President and CEO, Heritage Park

History grounds us and helps us understand today.
- Community Leader





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