



YOUR GIFTS AT WORK 2021



**Your support made it possible for Heritage Park to
safely welcome the community back to the Park in 2021.
Thank you.**

We hope you enjoy reading the stories of how you helped keep history alive at Canada's largest living history museum and how, together, we are taking steps to continue sharing it for generations to come.



REFLECT. REIMAGINE. RENEW.



LINDSEY GALLOWAY
PRESIDENT AND CEO

The pandemic has been a challenge for everyone, including Heritage Park. We are so grateful for you, our wonderful donor and friend. Thank you for answering our call for help when we needed you. Heritage Park Society is the steward of Canada's largest

collection of historic buildings. Did you know 65 of our 183 historic buildings are original (relocated here), including 10 pre-1900 buildings? And that we have 55,000 historic artifacts along with 17,000 historic costumes? In the past two years, your support has been critical in helping us preserve these important treasures, as well as ensuring our Park has remained open to the public (of course, while adhering to all health protocols). Heritage Park has been a welcome escape from the pandemic, and our visitors enjoyed a safe outdoor setting where they found the perfect balance between historical fact, adventure, discovery and fun. As we look forward to the Historical Village's opening on May 21, 2022, we are optimistic about the year ahead.

As I enter my second year as CEO, I wanted to share with you some of the exciting, upcoming journey for the Park. In developing our 20-year Park Plan (Reflect. Reimagine. Renew.), we heard from our community that preserving and

promoting a shared understanding of history is critically important. We also heard you are eager to learn about stories from the full diversity of those who came before us. There are so many stories and so many unique storytellers who can help us understand our journey to today. Our community recognizes Heritage Park is the ideal leader to bring to life the stories from our past. We appreciate the awesome responsibility we have to bring people together to discover the insights that shape who we are tomorrow. We are working hard to move Heritage Park into the future while maintaining it as a leading, authentic living-history museum. We can only do this with your continued support.

I invite you to take a moment to read the stories in this report, Your Gifts at Work. You are special to us, both your connection and your commitment to the Park, and we really wanted to share with you the excitement and impact of your donations as well as our plans for the year ahead. We are honoured Heritage Park is part of your story. You are definitely part of ours.

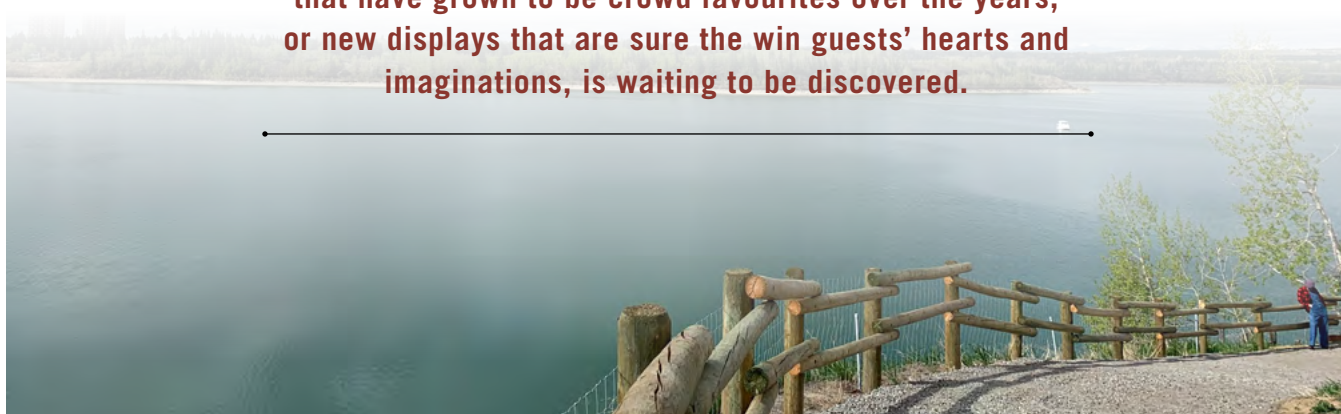
We welcome you to the Park, and invite you to chat with us.

Thanks again,

A handwritten signature in dark ink, appearing to read 'Lindsey Galloway'.

Lindsey Galloway
President & CEO Heritage Park

Our shared history, whether conveyed through exhibits that have grown to be crowd favourites over the years, or new displays that are sure to win guests' hearts and imaginations, is waiting to be discovered.





HERITAGE PARK IS PART OF YOUR COMMUNITY

Heritage Park's place in the community is as relevant now as it has ever been. Our community comes together at the Park to tell the stories of the people, events and history of the Western Canadian prairies. Guests step back in time to live the history that has shaped who we are today. **These immersive experiences connect** us with how people lived, sharing conversations and exploring lessons and teachings—all while having fun creating memories with family and friends. The Park is part of the dynamic story that lives and breathes as part of the dynamic city we call home.

Heritage Park is located on the Treaty 7 territory where we respect the deep, historical connection to this land by the Blackfoot, Tsuut'ina, Îyârhe Nakoda, and Métis peoples.

Heritage Park is a place where visitors come to learn about the history of those who have gathered here, and where Indigenous people proudly share cultural traditions and tell stories about their rich heritage, culture and traditional knowledge and teachings.

Traditional Indigenous storytelling and teachings take place in a traditional landscape environment and we **work with our partners in the Indigenous community** to share those stories through unique and immersive ways. One of our partners, Marlene Bornwithatooth, often hosts guests at the Yellow Otter Tipi. Last year, the yellow canvas on the Tipi had to be removed for repairs, and Marlene used those times to demonstrate how those repairs were made.

"Bought a day pass but then changed to an annual membership before we left."

— 2021 Guest

"We love coming to Heritage Park (we even got married at the Wainwright Hotel)! We all always have such a great time and today was no different! So. Much. Fun.!!!"

— 2021 Guest



HISTORIC TIMES CALL FOR HISTORIC MEASURES

In an unprecedented time for our generation where we were separated from each other due to COVID, Heritage Park was honoured to step up and provide Calgarians and Albertans with a safe and fun space to gather to create memories.

Seeing people back enjoying the Park strengthened our key place in the hearts of many Calgarians.

With the help of our generous donors and COVID related funding, Heritage Park responded to each change in public health requirements. At times, the Railway Café and the Selkirk were limited to curbside pick-up and our indoor exhibits including Gasoline Alley Museum were closed. This meant that, at the start of our summer season, our creative interpreters shared stories about their respective buildings from front porches or lawns. Given the building closures, we took this time to complete a renovation on the Wainwright Hotel. On your next visit, we invite you to enjoy the renovated dining room and enhanced verandas.

With much anticipation, we were able to open more fully on July 1, 2021. **Activities and exhibits like the First Nations Encampment, Coal Mine, Antique Midway, steam train, and SS Moyie delighted guests.** Heritage Park was and is committed to providing a safe environment. So, some activities, like the horse drawn wagon rides, remained off display to keep everyone in the Park properly distanced.



We are proud of the commitment our staff and volunteers made last year. They masked, maintained physical distancing, kept hand sanitizer available throughout the

Park and sanitized high-touch areas. With each change in public health requirements, they pivoted and adapted—**always looking for the best, safest way to keep the Park open and enjoyable.** We are also grateful for our visitors. We know it wasn't easy navigating public health measures, and we appreciated everyone's patience as lines sometimes grew long while we scanned records or limited the number of visitors in the Park.



Throughout the year, Heritage Park relies on special fundraising events to engage the community and raise funds for the Park. In 2021, we tried to offer what we could. It was clear in the Spring we wouldn't be able to host Cocktails and Corsets, but we were hopeful that by Fall we would be able to host a very special inaugural Carnivale. Unfortunately, with COVID numbers climbing at that time,

we had to make the difficult decision to cancel the event. If they say every cloud has a silver lining, ours was that we were able to donate the food we'd prepared to those in need.



By Christmas, we were pleased to hold our 13th annual Christmas in Alberta event—co-hosted with Dick and Lois Haskayne along with valued donors and sponsors. It was a delight to welcome the community back, raising critical funds for Heritage Park and the Rosebud Theatre.

Fundraising events at Heritage Park are possible thanks to our partners and sponsors. We are grateful for their support and recognize them individually in our Annual Report, found online at heritagepark.ca

Donor support continues to be important. Your commitment in 2021 gave Heritage Park the ability to keep our artifacts, exhibits and buildings cared for and preserved. Your support allowed the Park to open as fully as possible—inviting in guests from across our province as travel restrictions relaxed. **We are buoyed by your ongoing support and grateful to be an important part of your life.**

“We LOVE Heritage Park. It was an absolute life saver during COVID-19. My son has asthma so we are very cautious where he goes. Your staff was always so cautious and followed all protocols over and above that we have never doubted Heritage Park being a safe place to visit. Thank you!!”

— 2021 Guest

HERITAGE PARK IS A MEMORY MAKER

Donors are the heart of Heritage Park. We simply could not **create a place where children laugh with delight and discovery, families learn together, and history is authentically brought to life before their eyes** without you. So, while 2021 was challenging, we also wanted to share that there was much to be proud of. Our success was your success too.

“Loved the SS Moyie cruise ride.
It was so calming I went two times.”

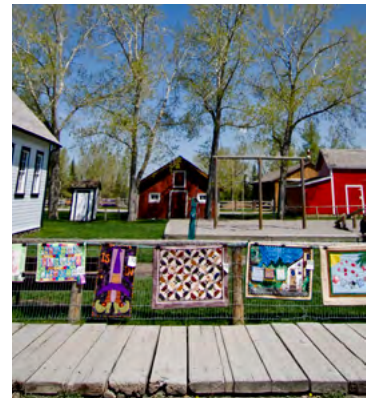
– 2021 Guest

In 2021, for the first time, the Park’s interpretive theatre revolved around a theme—elections. Visitors were invited to be part of a First World War era election race, as the candidates battled to win favour with their positions on issues such as women’s suffrage and the prohibition of



alcohol. Each street vignette became part of their bid, and interpreters at the houses displayed lawn signs showing their support. Visitors became voters and, by Thanksgiving, Annie Wright was elected Mayor of the Village of Heritage with an overwhelming majority. We invite you to the Village this year to experience our second annual theme, How We Played, which will erupt throughout the Park.

Special event days and free shows at Heritage Park are possible thanks to our partners and sponsors. We are grateful for their support and recognize them individually in our Annual Report, found online at heritagepark.ca



We strived last year to **maintain tradition** amongst all the change. That’s why Heritage Park made it a priority to hold community-favourite special events, such as the Harvest Sale, Ghouls’ Night Out and Once Upon A Christmas. While Festival of Quilts was postponed from May to August, when COVID restrictions eased a bit, we were honoured that the community entrusted us with 500-plus quilts and that just over 5,000 visitors took part in this first special event of 2021.

“The political ‘debate’ and signs up was a fabulous idea—especially given the real elections going on both for city council/mayor, and for federal MPs. Great to look at something going on currently, and what happened in years past.”

– 2021 Guest



With thanks to our partnership with Theatre Calgary and our sponsors, guests enjoyed **free Shakespearian performances** with our Bard in the Plaza series. We also expanded **Music in the Park** at the Didsbury Bandstand, offering **free concerts by Alberta's talented musicians**. Thousands of you came to relax in the great outdoors, and we believe the shows were a welcome break everyone needed.

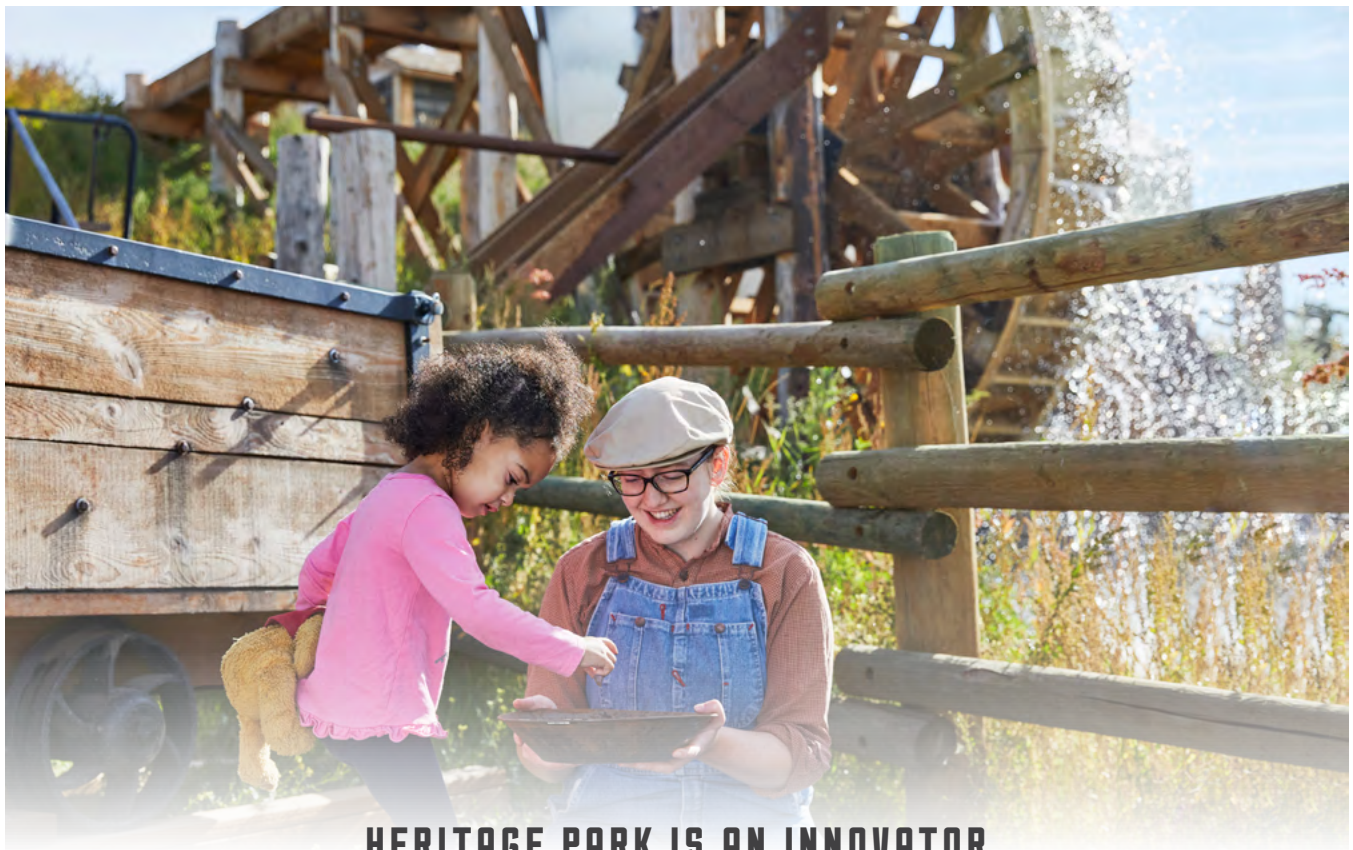
Heritage Square became a meeting place in 2021. Switzer's Grocery and Confectionery, Harvey's Confectionery and the restaurants and gazebo became a respite for our community. Neighbours and families enjoyed ice cream and treats as

they relaxed at the tables and chairs. Bikers and walkers from the city pathway paused for a quick lunch or drinks before continuing on. Children played on the grassy area as friends visited—all outdoors with proper distancing.



Market Nights was expanded to highlight the important small businesses who needed our support, offering a wonderful array of unique products, foods, services and arts. The Market was an important part of Once Upon A Christmas—both for adults and the special children's gift centre. Maybe it was the thrill of a little retail therapy or the desire to treat our loved ones, either way we heard from guests that they were happy about its return.





HERITAGE PARK IS AN INNOVATOR



With more than 100 years of stories at the Park, you can easily bear witness to some of the most significant gains in history. From following a dream and establishing towns in challenging climates to the invention of typesetting and the automobile, as well as the discovery of oil and modern day use of medicine, it's all here for us to engage with and these memories stay with us long after we leave the Park. For these gains laid the foundation for inventions we use every day in the 21st century. This progress didn't happen by chance. It was made by everyday people making courageous choices and taking risks—they made the history we now celebrate at Heritage Park. We hope that by walking in the footsteps of these history makers, our visitors wake up knowing they too may be featured at Heritage Park one day.

Heritage Park **not only celebrates this ingenuity, we live it.** And, donors are an important part of this chapter. With donor support for the **Natural Resource Area** capital campaign, the Park undertook the restoration of many exhibits that had been off display. These are now

brought together in **Prospect Ridge**, a meaningful, curated area that tells of the birth of the energy industry in Alberta. Walking the beautifully redeveloped Indigenous Nature Trail, sponsored by the Kinsmen Club of Calgary, guests engage in the living history of the restored and rebuilt Coal Mine Office, Coal Mine, Narrow Gauge Railway, Dingman No. 1 Discovery Well, Warden's Cabin, Prospectors Tent Cabin and the working Waterwheel. Opened in 2021,



many families enjoyed the gold panning demonstrations as well as journeying through the Coal Mine. From a simple tunnel in the ground to an immersive experience filled with the sounds of pickaxes hitting rock and coal carts moving, the transformation of the mine was well received.



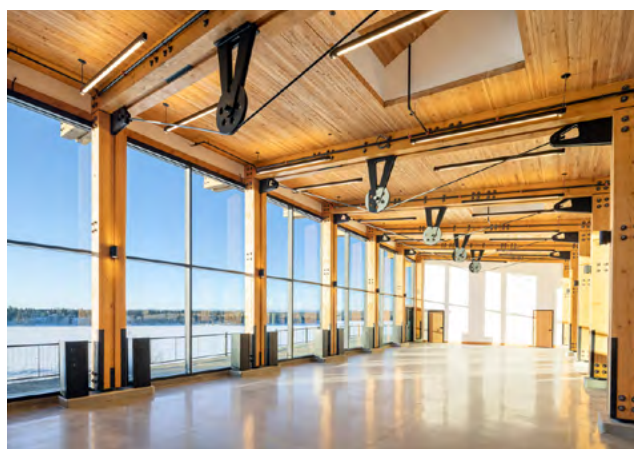
“The new coal mine is a great addition; we didn’t know that was coming.”

– 2021 Guest



Innovation Crossing moved from vision to reality with an opening celebration of the building on August 2. Donors, who were vital in raising the \$10M required to build this centre, were impressed by the energy efficient building and look forward to the addition of the storytelling exhibits that will be added over the next five years. In addition, this building is a revenue-generating hosting centre to help fund Heritage Park’s important work.

Innovation Crossing showcases how energy advancements have progressed into a marriage of non-renewable and renewable resources while offering a glimpse into the energy of tomorrow. Although COVID slowed the construction of Innovation Crossing, we are now planning interesting



ways to showcase the stories of energy in Alberta, including the use of virtual technology (WOW!). Phase one of these stories will be presented in Summer 2022. Phase two will be implemented over the next five years, with more innovative presentations and interactive stories added each year. Each year, school groups, tourists and our guests will enjoy enriched, exciting programming so there will always be something new to explore.

“By showcasing how past energy transitions connect to the present, Heritage Park hopes to inspire possibilities for the future,” says Lindsey Galloway, Heritage Park’s President & CEO.

Your financial contributions to capital campaigns help Heritage Park undertake major projects that build a sense of pride in what previous generations of Canadians accomplished and create an understanding of where we have come from and where we are going. Planned gifts, such as gifts of stock or bequests from a will, played an important role in funding the restoration and building of the Natural Resource Area.



HERITAGE PARK IS AN EDUCATOR

Outside of the traditional school system, Heritage Park is one of the largest youth educators in Alberta. In most years, more than 60,000 students use Heritage Park as a living classroom.

While last year was a difficult year for school field trips, **the students who were able to come stepped back into a different way of life** and enjoyed a unique day away from the classroom. The Park's programming took them right into the heritage homes and buildings—inviting

them to learn about the captivating and intriguing lives of western Canada's pioneers. Heritage Park also welcomed pre-schoolers and homeschoolers back to the Park with Story Time and Discovery Days developed just for them.

Donor support helps Heritage Park develop our educational programming, and **one of the biggest accomplishments last year was launching three energy-themed modules** in Innovation Crossing. Students in Grades 4, 5 and 7 piloted the new content, and for the first time some of this content was offered online. This is a big development as it open doors for Heritage Park to share the Park with students across Canada.

When school let out last summer—the fun began for our summer camp campers. Maintaining masking and cohorting, Heritage Park was able to run a number of summer camps, giving those children a chance to live like a pioneer. They discovered the fun and history of the West from the 1860s—learning the traditions of the Plains First Nations and the lives of the fur traders, as well as hands-on activities kids would have experienced in a prairie town



in 1910. We expect to sell out our summer camps again this year. Generous donors are welcome to sponsor children who would not otherwise be able to attend camp or school groups due to financial barriers.



DID YOU KNOW?

A few fun facts about the Park:

- Heritage Square's charming architecture is reminiscent of a 1930s streetscape
- The Park's oldest building is the Livingston Barn c.1878. The newest building is Innovation Crossing, opened in 2021
- Heritage Park hosted the Anne Frank—A History for Today exhibit in 2020 and 2021, challenging visitors to think about concepts of inclusiveness, mutual respect, human rights, and democracy
- Heritage Park has museum status, which holds us to a high standard for presenting and preserving our exhibits and artifacts
- The Park curation staff validate the authenticity of each piece on display, often searching for the story behind the piece to ensure the human side of history isn't lost
- In 2021, The Alberta Bakery sold over 20,000 cheese buns and over 21,000 cinnamon buns. In a recent survey, our visitors picked cinnamon buns as their favourite Bakery treat
- Heritage Park has two operational steam locomotives (2023 and 2024) to pull passenger cars around the Park. While one locomotive is in use, the other is serviced in the Railway Roundhouse, helping to ensure a continuous ride operation for our guests
- Railway Days, a longstanding tradition, has been a part of the Park for 33 years
- Over 88,000 ghouls of all ages have attended Ghouls' Night Out since 2010
- Across the Park, our volunteers gave almost 43,000 hours of their time last year.
- Over 60,000 children participate in education programs annually (pre-COVID)
- The Park has 12 unique venues perfect for events, hosting and catering over 800 events a year

Heritage Club memberships, exhibit adoptions, monthly donations and annual donations are vital to Heritage Park. With your support, the Park maintains exhibits and artifacts and develops programming. Thank you for helping keep history alive.

HERITAGE PARK IS LOOKING FORWARD AS WE CELEBRATE THE PAST

Heritage Park is planning for the future to ensure we continue to bring to life the stories of the diverse people who have shaped the unique heritage and development of the Western Canadian prairies. We are updating our long-term strategic plan and creating a Park Development Plan, which looks at how we will develop our land, buildings and programming over the next 20 years. We are doing this through a process called **Reflect. Reimagine. Renew.**

As a registered charity, Heritage Park relies on the generosity of individuals, corporations and foundations to make our preservation of the past possible. Together, we are creating a place where visitors discover meaning in the past that is relevant today and inspires curiosity and wonder for the future.

VISION

To be recognized as Canada's leading living history museum

VALUES

We welcome guests to be inspired and immersed in a historical setting

**We create an atmosphere of inclusion, engagement, and fulfillment
for employees and volunteers**

We recognize donors and supporters as an integral part of our success

We deliver programming that fulfills our mission and vision

**We practice responsible stewardship over our human, collection, and
financial assets**

FOR MORE INFORMATION

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HeritagePark.ca

Charitable No. 11895 6457 RR0001

This year, the Heritage Park Society will raise funds through donations, sponsorships and other fundraising activities at an approximate cost of \$1 for every \$4.75 raised from the community.

COVID protocols were followed within the Park; some photos may have been taken prior to March 2020.