



YOUR GIFTS AT WORK 2022

**Your support helps Heritage Park keep history alive.
Thank you.**

In 2022, the Park began returning to a preCOVID state of normal.
We are delighted to share with you these stories from our first year of recovery.



RECOVERY AND RENEWAL



LINDSEY GALLOWAY
PRESIDENT AND CEO

First of all, thank you. Thank you for sticking by us and helping ensure Heritage Park remained open and vibrant for the Calgary community for today—and many decades to come. Through the pandemic, the Park proved its value as a place for people to gather,

enjoy history, discovery and fun. While a challenging time, the past three years reinforced the Park's place in the community is as relevant now as it has ever been.

In the midst of 2022 being a year of recovery, the Park also expanded the guest experience. We opened new exhibits, namely Innovation Crossing and the Nanton Livery Stable and Veterinary Practice, and even launched a signature new event, Carnivàle! Our school and youth audiences rebounded, as did our catered event business. Many of our most popular events, such as Cocktails and Corsets, were back too. We were busy behind the scenes too, working towards the improvement of systems and processes,

renovating our buildings and infrastructure, creating new community partnerships that are leading to more diverse storytelling and welcoming our first Indigenous Engagement Advisor to lead our Indigenous Engagement Strategy. Looking ahead, we are focused on the Park's sustainability and advancing the Park Development Plan—keeping our focus to **Reflect, Reimagine, Renew** at the forefront of our efforts. I look forward to sharing with you more news as the plan solidifies. Perhaps most importantly to you, our donors, I can share that you helped us achieve our fundraising targets, showing Heritage Park is a great place to invest for the future of Calgary.

We hope you enjoy reading through some of the highlights of what was a tremendous year for the Park. I look forward to welcoming you back this season.

Sincerely,

Lindsey Galloway
President & CEO

"The biggest take away was that Heritage Park is an active member of the community and is doing a fantastic job preserving history."

– 2022 Carnivàle in the Park guest





HERITAGE PARK AND YOU

Using the Past to Look to the Future

Heritage Park brings to life the stories of the diverse people who shaped the unique heritage and development of Western Canada. The Park, a non-profit, charitable organization, is an anchor tourism destination in Calgary, the largest heritage classroom in Alberta with 50,000+ students and 500,000+ guests each year and one of the largest living history museums in Canada.

With the honour and responsibility to preserve, protect and promote the Canadian prairies' historical buildings and artifacts, the Park provides an engaging and immersive look at over 100 years of history. From traditional Indigenous practices to following a dream and establishing towns in challenging climates through the invention of typesetting, building the railroad, and discovering oil,

our visitors bear witness to some of the most significant gains made prior to 1950. These advances laid the foundation for inventions used 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. The Park hopes that by walking in the footsteps of these history makers, visitors are encouraged to make history too.

Your connection, commitment and generosity to Heritage Park makes this preservation of the past possible.

Together, we are creating a place where visitors discover meaning in the past that is still relevant today—and we hope inspires curiosity and wonder for the future.

"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

"Different perspectives about history offer richness into our community."

– 2021 community leader

HERITAGE PARK AS COMMUNITY BUILDER

Seeing how much our community values Heritage Park as a gathering place drives the Park's desire to take a more active role as a community builder. The Park needs to represent - and speak to - each person who visits. Therefore, it is our intent to magnify the voices of those who have not, until now, had their stories woven into the rich tapestry of our collective past.

Indigenous Engagement and Reconciliation

Through donor sponsorship, the Park presented the play *New Blood: A Story of Reconciliation* on National Indigenous Day. The play, developed and performed by Strathmore High School students, including youth from the neighbouring Siksika Nation, features poetry, music, and contemporary and traditional dance, all scored to the songs of Peter Gabriel. The work was inspired by the life of Chief Vincent Yellow Old Woman and his experience as a child in residential school, how he reclaimed his way of life and became chief of his people. In August, we welcomed the Park's first Indigenous Engagement Advisor. Under her guidance, the Park will roll out an Indigenous strategy. In 2022, that began with a commemoration of National Day for Truth and Reconciliation. This internal event, laid the foundation for what will be a very special public event in 2023.

Heritage and Cultural Days of Celebration

Heritage and Cultural days of celebration at Heritage Park provide opportunities for the Park to highlight and appreciate the myriad of contributions made by the many cultural communities making up Alberta. Canada Day included line dancing, multicultural performances by GlobalFest, children's crafts, an Indigenous drum and dance performance and family games, which brought history to life. Heritage Day included performances by Ukrainian dancers on the Didsbury bandstand, while the Brown Bear Drum and Dance group shared aspects of their culture and a fun-filled dance in the Burn's Barn. As well, there were free historic Calgary presentations throughout the day.

Creating Access for All

The Park is for everyone, so we want to ensure that all visitors can get around the grounds easily, no matter their mobility challenges. With donor funding, the Park was able to build an accessible railcar, which will allow those using mobility aids to enjoy the Park's authentic steam train. As this is one of the Park's signature activities, we eagerly anticipate launching the railcar, complete with new accessible train stations, in 2023. This project is part of a larger accessibility strategy the Park is undertaking over the next few years.

"We are handicapped and required assistance with getting to the (Park's historic) town. We found the drivers extremely helpful and great. They were friendly and kind."

– 2022 guests

Women Making History in Alberta Awards

In honour of the women who pioneered and paved the way for future generations, last year we launched the Park's inaugural Women Making History in Alberta Awards. Our first award recipients represent the best of achievement by women in Alberta who themselves will be remembered by generations to come. We look forward to honouring such women on an annual basis.



Cocktails and Corsets Fundraising Event

The Park's first fundraising event post-COVID welcomed more than 400 guests who enjoyed wonderful food, drink and fellowship in the Gasoline Alley Museum. A women's market provided opportunities for retail therapy, while drag star Carly York Jones brightened the evening with two fun shows and DJ Sonidef provided the musical backdrop for a little dancing. There were opportunities to learn about the history of corsets, with curators mingling through the crowd with unique artifacts asking guests what they thought they



2022 HERITAGE PARK WOMEN MAKING HISTORY IN ALBERTA AWARD RECIPIENTS

Cheryl Foggo - For more than three decades, Cheryl has dedicated her career as an award-winning author, documentary film director, screenwriter and playwright to sharing Black perspectives and stories from the Prairies, especially John Ware.

Dr Cora Voyageur - Cora has been a researcher, teacher and strong advocate for Indigenous people in Canada, for Indigenous women in particular. She deeply values education, both for herself and her students and is a full professor in the Department of Sociology at the University of Calgary, the first Indigenous woman to hold a tenured position there.

Teresa Woo-Paw - Teresa was the first Trustee and Chair of the Calgary Board of Education of Asian Canadian descent and the first female Member of the Legislative Assembly of Alberta and Cabinet Minister of Asian Canadian descent. She founded seven organizations and has served on more than 30 committees and boards at local, provincial and national levels.

were used for. The Grandmother art exhibit and the Wall of History Makers were also on display to encourage guests to think about how they do or could make history themselves. It was a great evening that married both education and entertainment.

Enchanted Evening at Carnivàle

Evoking the enchanting and sometimes mystical-feeling of travelling carnivals of yesteryear, Heritage Park introduced a new fundraiser and community event, Carnivàle. Commencing with the Enchanted Evening fundraising dinner, this sold-out exclusive event provided guests with remarkable food and drink, private shows from Cirque de Nuit, and time with the tattoo artist, caricature artist and fortune teller. Enchanted Evening guests were then led on to the Park by the Ringmaster to join Carnivàle on the Park. Here guests enjoyed aerial acrobats, fire twirlers and performers, stilt-walkers, caricature artists, tattoo artists, belly dancers, human balloon performers, clowns and fortune tellers. Carnivàle had micro-events at various locations to showcase the Park and engage visitors at every turn, from midway rides and games to live music, carnival-themed food and Le Cirque de la Nuit's grand finale show.

"We had always thought that Heritage Park was funded by the City of Calgary. To know that our patronage helps to keep our favourite place open makes us grin ear to ear."

– 2022 Carnivàle at the Park guest



HERITAGE PARK AS MEMORY MAKER

One of the things we often hear from our guests is the memories they have made when they visited the Park. For some, they visited early in our history when they were children themselves and now they're bringing their own children—and sometimes grandchildren!—to the Park. Our events, both new and longstanding, provide a wonderful way to bring loved ones together and make new friends in a relaxed and enjoyable environment.

Day Out With Thomas

We were delighted to welcome back Day Out With Thomas to the Park, with an abbreviated four-day stay and fewer train departures allowing for COVID sanitation protocols. It was a sold-out affair, with 97 per cent of guests saying the event met or exceeded their expectations. A huge thanks to the 148 volunteers who helped make the event a great experience.



Railway Days

The double-header steam train fired up to the delight of a record setting crowd. Taking part over two-days in September, Railway days became the top attendance days of the year in 2022 helping bring special train-related activities like the Kid's Railway Challenge, model displays, turn table demonstrations, telegram and hooping demonstrations, and caboose rides to life.



Music in the Plaza

Every Wednesday in the summer, the Park hosts Music in the Plaza for free. While donations are accepted, this event is more about bringing the community together. The caliber of music is remarkable, with one act last summer attracting over a 1,000 people who picnicked, sat on lawn chairs and even danced in the warm summer evening.



Ghouls Night Out

Nearly 10,000 ghouls big and small—came to Heritage Park to enjoy the Addam's Family, Frankenstein and the Monster, duelling Fortune Tellers and ghostbusting over the three-day event. The magic show, crafts, pumpkin patch games and haunted house provided little goblins and witches with lots to do and see as they ran from house to house.

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

Christmas in Alberta

Hosted in partnership with the Rosebud Theatre and Dick and Lois Haskayne, Christmas in Alberta delighted guests for the 14th year. For many this special fundraising evening marks the beginning of the holiday season. And, what a way to begin! Rosebud provided theatrical and musical performances while Heritage Park out did itself with traditional Christmas treats as well as a beautiful backdrop for the evening.

Once Upon a Christmas

This is one of the best year-end holiday events in Alberta. In 2022, with COVID ebbing away, adults and children alike loved the classic holiday enchantment and magic that Christmas past elicits. More than 30,000 guests came out to enjoy the historic houses decorated for the season, Santa, firepits, live and roaming entertainment, horse-drawn wagon rides and Kids Only store where children can independently pick out gifts for their family.

"My daughter LOVED getting to deliver the packages to the different houses from the Post Office. All the kids I saw with parcels in their arms had the hugest smiles on their faces, it made their day! We also spent quite a bit of time in the Church singing Christmas songs. It was a cold day, and it was lovely by the fire. The carolers were wonderful to watch."

– 2022 Once Upon a Christmas guest





HERITAGE PARK AS EDUCATOR

We take great pride in our role as an educator—both for children as part of their formal and informal curriculum and adults who are lifelong learners.

Schools Were Back!

Now is the time to ensure youth get a rush of joy or a pause from stress. Now is the time to support them in trying new things, looking at the world a little differently, working collaboratively to solve a challenge and stepping into the footsteps of our history makers so they can make history themselves. Thanks to our donors, you helped Heritage Park maintain our reputation as a Grade A educator. In 2022, our school programs rebounded to Pre-COVID attendance and it was delightful to see classes back on the Park enjoying experiential learning while having a great time.

The Park features 30+ programs for Grades K-8, in science, social studies, math, art, and cross curricular options as well as home school programs, youth group sleepovers and a variety of immersive camps. From discovering the role the railroad played in bringing settlers to the West to learning about the initiative of the Famous 5, our youth programming provides lessons you can't get



from a textbook alone. Heritage Park has a responsibility to our community to offer these programs in such a way that as many youth as possible can take part. Because we intentionally set our youth programming fees low, seeking funding from the community to subsidize the cost, many youth groups in southern Alberta find the price very reasonable. And, for those schools with financially vulnerable students, Heritage Park offers 100 per cent subsidized programs and busing. At Heritage Park, we are working hard to ensure no one is left out—something we can only do thanks to support from community partners.

New Exhibits Delighted Guests

For guests of all ages, we opened new exhibits on the Park last year. On the heels of the opening, we welcomed the donor-driven exhibit, Nanton Livery Stable and Vintage Veterinary Exhibit. The Vintage Veterinary Exhibit Association—many of whom are current or retired veterinarians—led the community fundraising for this extremely popular exhibit, which opened on June 12. A volunteer interpreter provided on-site explanations and stories which helped make this exhibit a unanimous hit of the 2022 season for young and old alike.



Prospect Ridge continued to delight guests. The access to the area was steep though; therefore, in 2022, with the support of a grant, the Park transformed the access into a switchback so everyone can easily get to and enjoy the Coal Mine, Water Wheel and Warden's Cabin. Innovation Crossing, which opened to the public in 2022, connects visitors to Alberta's historic energy stories through industry expert videos, a digitized collection of artifacts and hands-on learning at the discovery carts. We celebrated the successful completion of the Natural Resources Area Capital Campaign with a special donor event on August 7.

DID YOU KNOW?

- The oldest artifact on the Park is the Tipi Ring in the Settlement.
- The Park serves 30,000 hotdogs in a year, many of them enjoyed at the Midway Tretery.
- School children taking part in the Wetlands program discovered the sidecrawlers had two cycles in 2022 instead of the typical one. They were also more colourful and bigger than normal.
- Telegraphers put in 1000 volunteer hours demonstrating this lost art. If you missed it, be sure to catch it at Railway Days 2023.
- There are six bee hives on the Park, producing honey that is used in Selkirk (when available).
- Gasoline Alley Museum has more than 400 vintage signs related to gasoline and transportation.
- Engine 2024, one of the beloved steam engines, turned 80 years old in 2022.

LOOKING AHEAD TO PARK EVENTS IN 2023

July 1	Canada Day Celebrations
July 5 to August 30 (Wednesdays)	Music in the Plaza
July 18 to August 5 (Tuesdays & Saturdays)	Shakespeare on the Go
August 7	Heritage Day Celebrations
September 1	Pride Celebration
September 9 and 10	Railway Days
September 15	Carnivàle
October 26 to 29	Ghouls Night Out
November 25 to December 22 (Weekends)	Once Upon a Christmas
December 4	Christmas in Alberta



PREPARING FOR A VERY SPECIAL YEAR – WE’RE TURNING 60!

Get ready for an anniversary celebration—Heritage Park is busy planning for our 60th anniversary in 2024! It’s hard to believe our journey started way back in 1964, yet exciting to imagine what the next 60 years will bring. You can rest assured that, through the 60th anniversary and our planning for the future, Heritage Park will continue to be a place for the community to celebrate our past and be inspired for the future.

As we prepare for this very special year, we are expanding our storytelling to ensure the experiences of all Albertans and Western Canadians are reflected in the Park.

We invite you—our valued donors and sponsors—to partner with us during the 60th anniversary to help celebrate and raise awareness about the Park on the national stage.



INTRODUCING YOUR FUND DEVELOPMENT TEAM

In my first four months with Heritage Park, I am overwhelmed by the level of connection donors and sponsors have with the Park. I, myself, have young children, so the Park is already a favourite place for my family. Your enthusiasm and passion for the Park is contagious, increasing my already strong desire to engage the community to new heights. I look forward to connecting with you and hearing from you your stories about the Park and how we can get even more people involved with this wonderful Calgary jewel.

Sincerely,



Philip Calvert
Chief Development Officer



P.S. Please allow me to introduce your Fund Development team. If you have a question, we are here with answers.

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WAYS TO GIVE

You can support Heritage Park in a number of ways. Our team looks forward to working with you so that your donation is a meaningful connection for you with the Park.

- Heritage Club
- Symbolic Exhibit Adoptions
- Monthly donations
- Raffles
- Events
- Memorial gifts
- Annual gifts
- Planned gifts, including bequests

Thank you for helping keep history alive.



THANK YOU

Thank you once again for supporting Heritage Park in 2022.
We simply could not do what we do without you.

With your support, Heritage Park will continue to grow, 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, diverse voices and even more fun and interactivity.

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

LAND ACKNOWLEDGMENT

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 Metis peoples. Heritage Park is a place where visitors come to learn about the history of all those who have gathered here, and where Indigenous people proudly share cultural traditions and tell stories about their rich heritage, history and attachment to the land.

FOR MORE INFORMATION

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Charitable No. 11895 6457 RR0001