

CS
Calgary Stampede



Volunteer Orientation



The Calgary Stampede family consists of thousands of volunteers and employees who embody our brand values and community spirit.

We are excited to welcome you to this group of dedicated individuals who work passionately year-round to create exceptional experiences, programs, and events that connect and enrich the spirit of our community and bring together people from all walks of life.



The Calgary Stampede is a not-for-profit community organization governed by a volunteer Board of Directors.

Those elected to the Board started their volunteer journey exactly where you are today, as a new volunteer.



The Board of Directors



Elected by
Shareholders in
March at the
Annual AGM

20 Elected
3 Municipal Appointees
1 Provincial Appointee

5 Board Appointed:
- Immediate Past
President
- Four External
Specialist

Do not receive
financial
compensation

Provides
strategic
oversight as a
governance body
on behalf of
Stampede
shareholders



Board of Directors

Click here to read more about our Board of Directors

<https://corporate.calgarystampede.com/about-us/who-we-are/board-of-directors>



Executive Management Team



JOEL COWLEY
CHIEF EXECUTIVE OFFICER

The Executive Management team is a dedicated team of six individuals who oversee the operations of the organization.

Click here to read more about our Executive Management Team



JIM LAURENDEAU
VICE-PRESIDENT – PARK PLANNING & DEVELOPMENT

<https://corporate.calgarystampede.com/about-us/who-we-are/executive-management>



SARAH HAYES
VICE-PRESIDENT – FOUNDATION



THERESA HOWLAND
VICE-PRESIDENT – SPONSORSHIP, MARKETING & EMPLOYEE SERVICES



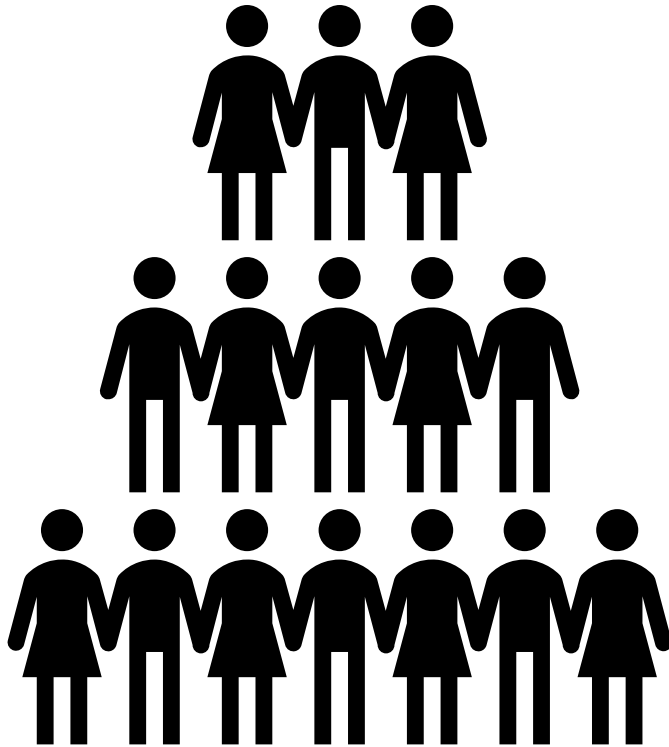
LAVONNE WALT
VICE-PRESIDENT – VOLUNTEER SERVICES, CORPORATE COMMUNICATIONS & CORPORATE SECRETARY



GRAEME RYDER
VICE-PRESIDENT – BUSINESS SERVICES & CHIEF FINANCIAL OFFICER



Management Director Team



Management Directors support the Executive Management Team with the execution of operations for the various departments.

They also work collaboratively with committees.



Volunteer Committees

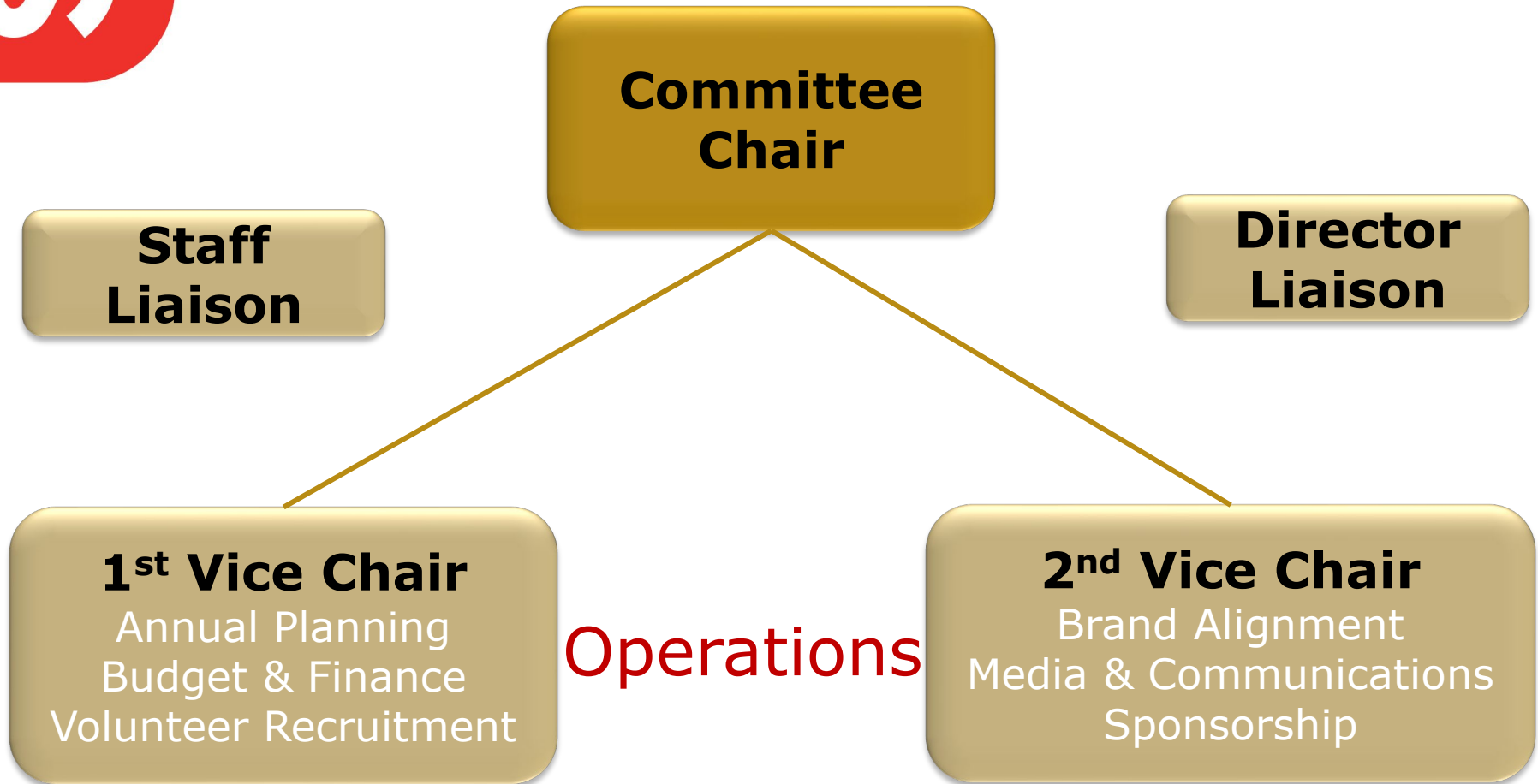
Committees are
the lifeblood of
our
organization

The Board of
Directors approve
committee
mandates and
activities

Committees
provide
exceptional
experiences year-
round



Committee Leadership





Committee **A**lignment with **D**epartments

Agriculture & Western Events

Agri-Food
Chuckwagon
Horse Show
Livestock Competition
Rodeo
Western Agriculture Heritage
Western Performance Horse
Wine Competition
Wine & Food Tasting
Youth Initiatives

Business Services

Information Technology Support

Programming & Entertainment

Caravan
Concessions and Exhibits
Downtown Attractions
Stampede Park Breakfast Events
Parade
Western Showcase

Park Planning & Development

Public Art

Finance & Accounting

Charity Casino

Employee Services

Health, Safety & Environment Support



Committee **A**lignment with **D**epartments

Corporate Communications

Agriculture & Western Events Media
Community Projects & Development
Queens Alumni
Royalty

Calgary Stampede Foundation

First Nations Events
Guest Bands
Historical
Sam Centre Volunteer Program
Stampede Band

Marketing & Sponsorship

Corporate Relations
Courtesy Car
Lotteries
Promotion

Volunteer Services

Event Volunteer Coordination
Reception



Partnerships & Collaboration

Respect

Stampede events and activities are supported through

Volunteer & Employee Partnerships



Collaboration

Inclusion

The key to our success are the relationships and partnerships that have been built between volunteers and employees.



Employee Partners



- Relationships and partnerships between volunteers and employees are important.
- It's all about the way we interact and support each other
- Employees are key connectors to internal departments
- Working together, we can achieve committee and organizational objectives



Partners – Volunteer Services



Matt Bayliff
Manager, Volunteer
Services & Accreditation

Volunteer
Engagement



Christine Parent
Director, Volunteer
Services

Process &
Procedures



Nicky Vetere
Advisor, Volunteer
Services

Volunteer
Database

Volunteer
Relations



Volunteer Services

Contact Information:

- volunteerservices@calgarystampede.com
- (403) 261-0197



Vision, Values & Purpose

Is the following statement true or false?

The most important event on Stampede Park is the 10-day event in July.

This was sort of a trick question.

While we are widely known and proud of our 10-day celebration, it's important to remember we are so much more than that.



Vision

People of all
ages and
backgrounds

Conventions &
Conferences

Cutting Horse
Futurity

Create a world-class
Year-round gathering place
for the community

Aggie Days

Giddy-Up Grits

Gather and experience
western hospitality and
culture

Community
Round-Up



Did You Know?

Stampede park is comprised of 238 acres of land.

We have just under 500,000 sq. ft of rentable space.

We host more than 1,200 events each year.

More than 2 million people visit us every year at conferences, concerts, competitions, ceremonies and celebrations.

The park is busy 365 days a year, creating thousands of jobs



OH Ranch

- Located west of Longview, AB
- Donated to the Stampede in 2012
- Preserves the western authenticity of a working ranch
- Preserves, protects and enhances the natural environment
- OH Ranch Education Program Agriculture-based initiatives to learn where food comes from
- You can visit the ranch during Alberta Open Farm Days in August each year





Stampede Ranch

- Born to Buck Program – created in 1961
- Maximum times a Stampede bucking horse will compete each year – 10 to 15
- Roughly 500 horses call the Stampede Ranch home
- Approximately 200 actively compete in rodeos throughout the year
- Located near Hanna, AB





Values

Western
Hospitality

- Going the extra step to show spirit and warmth

Pride of
Place

- Care for our gathering places
- Take pride in our roots
- Maintain a safe & healthy environment

Integrity

- Do the right thing
- Build trusted relationships
- Our Word is our Bond

Commitment
to
Community

- Youth programs
- Education
- Culture
- Facilities
- Programming



We're Greatest Together

This phrase expresses the Calgary Stampede's commitment to the spirit of western heritage as well as the traditions of others such as our treaty seven partners and new Albertans. It recognizes the unique can-do spirit of Calgarians and Albertans to make things happen in and for our community.





Our Purpose & Promise

Purpose:

Preserve and
celebrate our
Western heritage,
culture, and
community spirit

Service Promise:

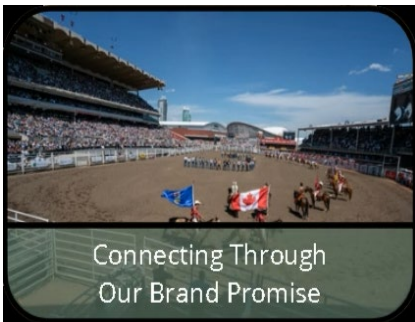
We create
exceptional
experiences for
everyone



Strategic Plan 2020-2025



We're Greatest Together





Aligning with Our Community



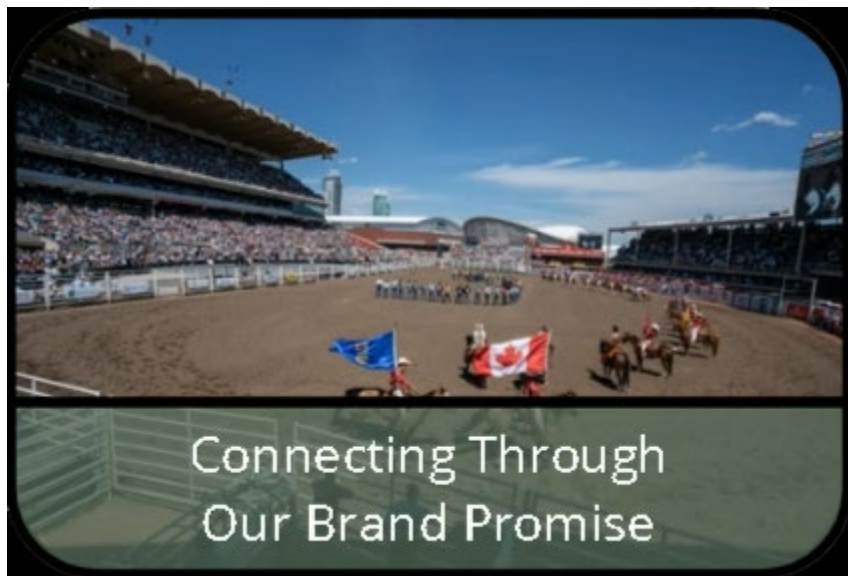
Continue to build on community support

Share vision with stakeholders

Listen to our neighbours and support one another



Connecting through our Brand Promise



Share our core values with our neighbours

Invite the community to join us

Learn from each other

Take part in community experiences



Supporting Youth Achievement



Focused on youth education & accomplishment

Supporting relationships with young people

Supporting Youth Campus



Building Our Team



People are important & valuable
Ambassadors

Foster supportive relationships

Encourage exchange of ideas

Work together effectively &
efficiently



Building Our Vision



A renewed commitment to our 20-year Master Plan:

- ✓ Opening of Enmax Park/Elbow River Camp
- ✓ Completion of the Nutrien Western Event Centre



Future Plans

BMO Expansion

- Opening in June 2024
- Tier one convention centre
- Footprint of 1million sq ft
- 535,000 sq ft of rentable space
- \$500 million project in partnership with:
 - City of Calgary
 - Government of Alberta
 - Government of Canada





Future Plans



Revitalization of the East Village
with the Culture + Entertainment
District

Rivers District Master Plan

17th Avenue crossing in Victoria
Park



Calgary Stampede Foundation



Committed to providing the youth of Alberta with the opportunity to develop strong roots in their culture and heritage through programs that enhance personal growth, citizenship and education.

By creating places for youth to thrive, the Foundation creates motivated and energetic young Calgarians with skills, confidence and strength to do amazing things.



Youth Programs

Journey 2050

Calgary Stampede Showband

Young Canadians School
of Performing Arts

Calgary Stampede Show Riders

The Stampede School

Band of Outriders

Stampede Summer Camp

Various Scholarship
programs

OH Ranch Education Program

Annual Poster Competition



Sam Centre

Groundbreaking ceremony held July 15, 2022

Scheduled to open Spring 2024

Will bring Calgary Stampede stories to life using highly participatory and immersive experiences



2 galleries for experience and exhibits; 1 immersive multi-sensory digital experience; exciting and unique retail and dining

Located at the heart of Stampede Youth Campus and open all year-round



Our **V**olunteers

More than
2,500
committee
volunteers



More Than
1,000
Stampede
event
volunteers

More than
3,500
Volunteers



Event Day Volunteers



Day-Of and Event specific volunteers

Time commitment varies depending on the event

Events that rely on Event Day volunteers include:

- Parade morning
- BMO Kids Day Breakfast
- Historical Walking Tours program
- Barn Ambassador program
- Aggie Days
- 12-Day Charity Casino



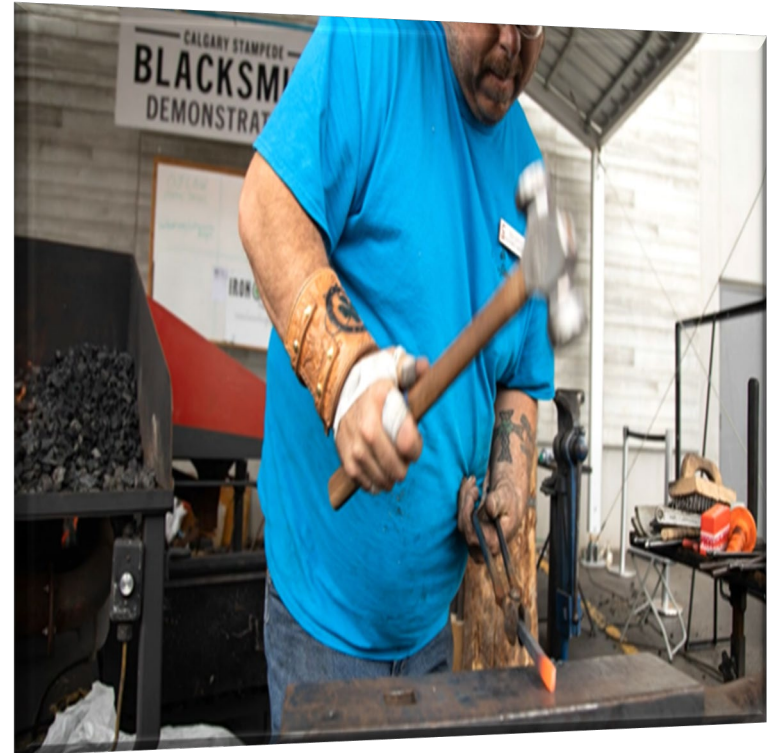
Committee **V**olunteers

Year-round commitment on a committee

Accumulate years of service for recognition awards

Celebrate with us at recognition events such as Saddle Up and the Annual Holiday Party

Opportunity to become a Stampede Shareholder after 4 consecutive years of service





Shareholders



May be offered to committee volunteers after 4 years of consecutive service, meet all eligibility requirements and on recommendation of their committee chair and approval from the Board.

Have the unique opportunity to shape the future of the organization by electing new directors for the board and by voting on important business at the Annual General Meeting (AGM)



Stampede Policies

These four policies support the Stampede's commitment to providing a safe and secure environment for all.



Online Course
CS e-Learning Portal

Written Policies
found on the
Volunteer Website



Respectful **W**orkplace

Calgary Stampede is committed to providing and maintaining a respectful workplace and volunteer environment free from the threat of harassment, bullying, discrimination, abuse, and acts of violence.

Expected to treat every person with dignity and respect.



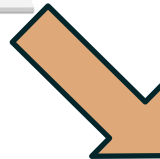
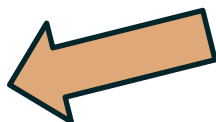


Privacy Policy

- Privacy policy governs the handling of personal information of all volunteers and employees

- Contact volunteer services with questions about volunteer history & personal information

Not provided to third-parties



Your contact information shared with committee executive

Your volunteer service shared only for recognition purposes or other internal purpose deemed reasonable



Volunteer Communications

2024 STAMPEDE | MEETINGS & EVENTS | AGRICULTURE & WESTERN EVENTS | OUR ORGANIZATION | SAM CENTRE | MEDIA

VOLUNTEER PORTAL | VOLUNTEER MENU ^

BOARD

Board Of Directors
Director Assignments
Board Meeting Executive Summaries

VOLUNTEERS

Volunteer Opportunities
New Volunteer Orientation
Alberta Health Services Food Safety Basics
Interactive Course
Volunteer Discount Program
Process to Become a Stampede Life Member
Personal Information Update Form
Stampede Email Signature Guidelines

COMMITTEES

Mandates & Contact List
Role Descriptions
Community Builder Program
Community Booking Forms

LEADERS

Forms
Onboarding
Ordering Western Wear
How to Take Minutes
How to Run Effective Meetings

CORPORATE

Strategic Plan
Policies, Procedures & By-Laws
Parking Information
Safety
Branding



Volunteer Website:

- volunteers.calgarystampede.com
- Password: grandstand

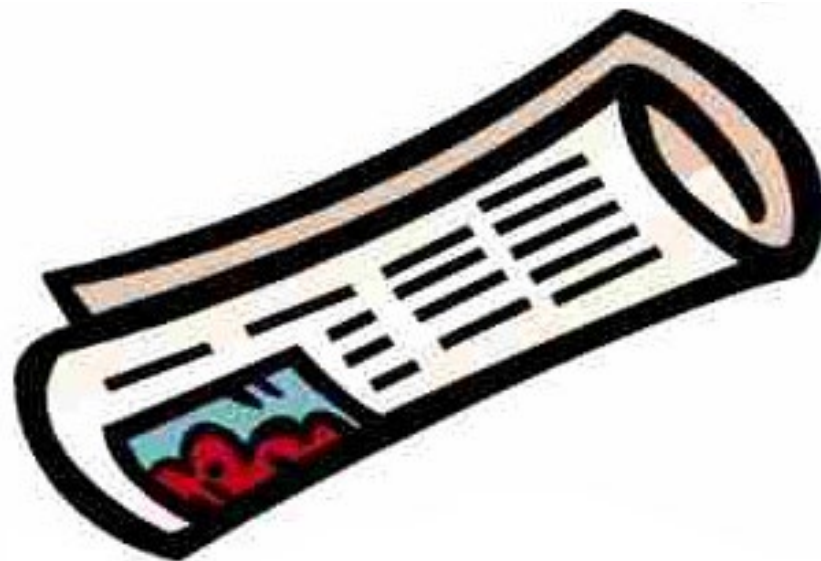


Volunteer Communications

Monday Volunteer Notices

Community Spirit Newsletter
calgarystampede.com

Stampede Insider – news on
the Stampede in your
community!



Newsletter



Thank you for
watching our
presentation!

Contact **Volunteer
Services** if you have
questions.