

Committee Mandates

COMMITTEE NAME	COMMITTEE MANDATE	SPECIFIC ACTIVITIES
AGRICULTURE AND WESTERN EVENTS MEDIA	The Agriculture and Western Events Media committee is committed to celebrating western heritage by strategically using social and traditional media to share stories that promote the Agriculture and Western Events committees' programming, strengthens urban and rural connections and inspires people to think critically about the importance of agriculture and western events.	<ul style="list-style-type: none"> • Support the Calgary Stampede by providing strategic communications guidance during the ten days of Stampede. • Act as a liaison between the agriculture committees and the media. • Showcase Stampede agricultural programs by engaging rural and urban audiences through various media venues. • <i>Strengthen and build rural and urban connections</i> to agriculture by informing and educating about the agricultural experience. • Inspire urban and rural audiences, and Stampede volunteers to think, promote and educate about agriculture.
AGRI-FOOD	The Agri-Food committee is committed to creating inspiring experiences that connect the Agri-Food and Beverage industry to Calgarians and southern Albertans by showcasing the importance and relevance of the agri-food industry in ways that build understanding between regional food producers and consumers via informative, engaging and educating interactive exhibits, while demonstrating animal care best practices and increasing public trust.	<ul style="list-style-type: none"> • TBD
CARAVAN	The Caravan committee promotes Stampede Hospitality in our community backyard by creating and presenting world famous breakfasts and events that encourage the participation of visitors and Calgarians alike.	<ul style="list-style-type: none"> • Entertain and engage our guests with supporting activities such as pony rides, petting zoo, First Nations dancers and musicians. • Coordinate and deliver events through product procurement, as well as the safety and maintenance of Stampede assets. • Develop relationships and negotiate agreements with shopping mall representatives. • Energize the Stampede brand through guest interactions.

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CHARITY CASINO	<p>The Charity Casino Committee will fulfill all AGLC requirements for volunteer recruitment and participation during Stampede-time casinos to maximize the total amount of charitable funds generated to support Calgary Stampede youth, agriculture and other programming for the community.</p>	<ul style="list-style-type: none"> • Establishing and executing internal and external volunteer recruitment strategies for the charity casino in Cowboys Casino, including building relationships with community non-profits and service clubs, Stampede program participants, work experience prospects and community partners, as well as engaging internal volunteer secondments and external volunteer participation via the Event Volunteer platform. • Establishing and executing engagement strategies for supporting the charity casino as a Stampede volunteer program. • Supporting the staff liaison to maintain the Stampede’s standing with AGLC through ongoing communications with our government partner as required for support leading up to the charity casino execution and throughout, • Ensuring the fulfillment of the Stampede’s volunteer recruitment requirements for the annual charity casino (including number of shifts, breaks, volunteers and training). • Establishing and executing dynamic engagement strategies to support the recruitment of volunteers and the logistics of volunteer participation (parking, park passes, etc.) within AGLC guidelines. • Developing and executing on all aspects of the volunteer participation in the charity casino, including scheduling, training, safety, meals/breaks, length of shifts, volunteer experience, etc.
CHUCKWAGON	<p>The Chuckwagon committee showcases the Stampede brand to the world by producing the Rangeland Derby for presentation to both live and broadcast audiences, and by encouraging community support and engagement through participation in the Chuckwagon Canvas Auction.</p>	<ul style="list-style-type: none"> • Produce a unique and engaging entertainment experience for the 10-day audiences through video product and live action. • Promote and ensure the long term stability of the sport of chuckwagon racing through partnerships with WPCA & CPCA. • Provide leadership in animal care and best practices to ensure a healthy sport. • Continue to engage the corporate community in the sport as advertising partners. • Provide a safe and fair competition, through a yearly review of all racing protocols and through continuing maintenance and upgrades to the track.
COMMUNITY PROJECTS & DEVELOPMENT	<p>The Community Projects & Development committee will strategically and proactively identify, develop, coordinate, and execute initiatives to engage targeted community groups, deliver exceptional experiences, and engage Calgarians in their backyards.</p>	<ul style="list-style-type: none"> • Create an <i>energized brand</i> by developing, coordinating, and executing initiatives aimed at strategically growing the Stampede brand among targeted community groups. • Strive to engage community groups in Stampede events and focus on the reciprocal involvement of the Stampede in existing community events as part of a collaborative <i>community engagement</i> strategy. • To assist the Stampede’s mission of becoming a year-round gathering place for Calgarians and visitors, the committee will focus on year-round programs and full-year experiences to support <i>inspired spaces</i>.

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CONCESSIONS & EXHIBITS	<p>The Concessions and Exhibits Committee helps showcase the Stampede to the world by liaising with vendors to encourage and elevate higher standards of presentation and service for guests.</p>	<ul style="list-style-type: none"> • Develop a comprehensive evaluation program that reinforces and rewards vendors for excellence in key areas which include: booth design and graphics, presentation of product and staff, customer service, cleanliness, efficiency and overall park safety for the outcome of exceptional guest experiences. • Recruit committee members with relevant industry expertise to support the evaluation criteria development and scoring implementation. • Develop relationships with industry partners that actively promote presentation standards to support overall industry improvement. • Provide feedback on vendors to the Midway Programming team as part of continuous service monitoring and to ensure effective on-going recruitment of top quality vendors for the 10 days. • Create an environment to celebrate the success of those who uphold the standards with excellence through the production of an awards banquet. • Development of a vendor hosting program that creates a positive arrival experience for the market vendors.
CORPORATE RELATIONS	<p>The Corporate Relations committee creates exceptional experiences and fosters strong relationships through the production and execution of events that showcase the Calgary Stampede to the world.</p>	<ul style="list-style-type: none"> • Define, produce and execute the current Stampede sponsor events including the President’s Event, President’s Rio Alto, and Sponsor’s Luncheon. • Foster relationships with current and potential partners in collaboration with the sponsorship department, the Calgary Stampede Foundation, and the Calgary Stampede Board of Directors.
COURTESY CAR	<p>The Courtesy Car committee is committed to providing exceptional experiences and energizing the brand by offering an efficient and reliable complimentary transportation service for VIPs, Sponsors and Special Guests during the 10 days of the Stampede.</p>	<ul style="list-style-type: none"> • The committee provides the transportation of identified guests to and from Stampede Park, hotels and the Calgary International Airport. The service operates within Calgary city limits only. • Identified guests consist of the Board of Directors, Executive management, VIPs, Special Guests and Sponsors at the Ranchman, Stockmen’s Club and Stampede Champion level. • The committee assists as requested with transporting visiting dignitaries to appearances throughout the community. • The volunteers are trained and comfortable in responding to questions and delivering commentary that clearly reflects the brand. • Collaborates with the Sponsorship department to identify in-vehicle services to advance offerings and elevate messaging opportunities.

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DOWNTOWN ATTRACTIONS	<p>The Downtown Attractions committee showcases Stampede hospitality to the world by creating and presenting western activities and events that encourage the participation of visitors and Calgarians.</p>	<ul style="list-style-type: none"> • Source and implement unique entertainment with local and international artists. • Deliver the western spirit to our guests with authentic rides in the Old Time Rigs. • Promote all DTA events through local media. • Organize event requirements with the City of Calgary and Police. • Coordinate and deliver activities with product procurement, safety, and maintenance of Stampede assets. • Energize the brand year round through the provision of breakfasts and schools in our communities' backyards.
FIRST NATIONS EVENTS	<p>The First Nations Events committee collaborates with Tipi Holders to create and manage distinctive experiences for participants and visitors to the Elbow River Camp and at year-round events, through programs that showcase the cultures and histories of nations of Treaty 7.</p>	<ul style="list-style-type: none"> • Promote, deliver, and support the daily events at Elbow River Camp to create an inspired space that welcomes visitors to experience the cultures, traditions, and histories of the nations of Treaty 7. Events include, but are not limited to, Pow Wows, Tribe Days, Parades, Equestrian Program, Hand Games, Traditional Games, Storytelling, Tipi Raising, Tipi Viewing, Council Tipi, including performances on-stage at the Arbour and activities off-stage in the Camp and Tipi Circle. • Liaise with other Calgary Stampede committees to facilitate the participation of Tipi Holder families as performers (dancers, drummers, mounted participation) in events, both during the 10 days of Stampede and year-round. • Select and train a year-round ambassador as the Calgary Stampede First Nations Princess to promote and represent Stampede's heritage, values and longstanding relationship with First Nations peoples by attending targeted events and sharing the traditions, cultures and histories of the nations of Treaty 7 and Elbow River Camp to engage our broader community. • Engage with the Royalty Committee to align, coordinate and enhance the distinct respective programs to best present both the Calgary Stampede Princess and the Calgary Stampede First Nations Princess, together jointly, as Stampede Royalty and ambassadors of the organization. • Participate in Tribe visits with Tipi Holder families to foster relationships, and to review execution of the mandate and opportunities to further enhance experiences within it.
GUEST BANDS COMMITTEE	<p>The Guest Bands Committee creates exceptional experiences for bands and the Stampede guest by providing musical performance opportunities for local ensembles as well as non-local ensembles where opportunities arise.</p>	<ul style="list-style-type: none"> • Recruit marching bands from the Calgary area to attend the annual Calgary Stampede. • Provide the bands attending the Calgary Stampede with multiple performance opportunities, including those on Stampede Park, in community events throughout the city, and at the Calgary Stampede Parade. • Provide each band with transportation to and from Calgary Stampede organized events, and provide refreshments at their performances. • Coordinate and execute all details relating to the Showbands Live! Production in the Scotiabank Saddledome during the Calgary Stampede.

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HEALTH, SAFETY & ENVIRONMENT SUPPORT	<p>The Health, Safety & Environment (HS&E) Support Committee is committed to inspiring a culture of safety and environmental consciousness. The HS&E Support Committee promotes safety and environmental awareness among volunteers through training and education, supporting committees in identifying risks and developing recommendations to address these risks in alignment with the Calgary Stampede's Health & Safety Program and sustainability initiatives and in compliance with statutory requirements.</p>	<ul style="list-style-type: none"> • Engage with volunteer committees to evaluate the hazards and risks associated with tasks volunteers perform and assist with writing safe work practices and procedures. • Monitor and follow-up on reported hazards and recommend action to eliminate or reduce risks. • Participate in regular inspections of committee events and activities. • Promote programs to improve volunteer health & safety training and education. • Make recommendations to committee executive for incident prevention and safety program activities. • Monitor effectiveness of the volunteer safety program and procedures. • Participate in safety and health inquiries and investigations, as appropriate. • Review incident and accident reports on a regular basis and provide a quarterly report to Volunteer Services. • Identify areas to support committees on environmental issues (i.e. recycling, composting, conservation, food, cleaning products and practices)
HISTORICAL	<p>The Historical committee preserves, presents and promotes the history of the Stampede and its affiliates.</p>	<ul style="list-style-type: none"> • Develop and maintain historical displays, murals and other projects that contribute to creating <i>inspired spaces</i> at Stampede Park. • <i>Energize the brand</i> through oral history interviews, outreach activities and educational displays that help tell the Stampede's story. • Deliver <i>exceptional experiences</i> for visitors and communities by supporting Stampede programs with historical information and presentations as required.
HORSE SHOW	<p>The Horse Show committee is committed to producing inspiring western experiences that connect urban and rural audiences through the presentation of educational and entertaining competitions of the highest standards that highlight animal care and safety, fair sport and true horse power through the display of horses in action.</p>	<p>TBD</p>

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INFORMATION TECHNOLOGY SUPPORT	<p>The Information Technology Support Committee is committed to enabling the Stampede’s volunteer committees to realize their potential through technology and information systems support. The IT Support Committee supports the organization’s Business Services Department by assisting in deploying, establishing, administering, and maintaining multiple information systems as well as the technology that supports the success of the Calgary Stampede in the lead up to and during the annual 10-Day Celebration and other events as appropriate.</p>	<ul style="list-style-type: none"> • Assist with deploying and providing high-level management of committee end user technology (e.g. computers, mobile devices, and printers). • Assist with deploying and trouble-shooting the network for committee end-users. • Assist in testing of computer assets prior to deployment. • Computer imaging and formatting prior to deployment. • Unlock mail accounts as well as other high-level trouble shooting during the 10-Day Celebration. [Committee members are not administrators and do not have any administrative rights within the IT infrastructure of the Calgary Stampede.] • Document all activities to ensure continuity between volunteers and staff. • Radio communications set-up and deployment. • Monitor and evaluate existing and future trends in technology that may affect the organization’s strategic plan and committee goals, including monitoring industry trends. • Liaise between committees and the Business Services Department for ongoing and future technological needs of committees.
LIVESTOCK COMPETITION	<p>The Livestock Competition committee is committed to creating inspiring western experiences that connect urban and rural audiences through the presentation of educational and entertaining competitions and demonstrations of authentic western activities. Programming will highlight leading animal care practices, safety and continued connection and collaboration on the issues of food security and public trust.</p>	<p>TBD</p>
LOTTERIES	<p>The Lotteries committee generates revenue for the Calgary Stampede and its not-for-profit partners, thus contributing to the betterment of our community. Over the course of each year the Lotteries committee plans and executes the sale of on park and advance tickets for various prizes.</p>	<ul style="list-style-type: none"> • Create exceptional experiences by annually creating advance ticket and on-park campaigns, designing an effective ticket pricing strategy, developing realistic annual budgets, selecting unique and exciting prizes, overseeing the purchase of operating supplies, completing licensing applications for the AGLC, and securing the best technology requirements to meet guest expectations. • Energize the brand by developing an effective marketing plan (on line, print, advertising, social media, events) working with promotions, media relations, sponsorship and any other relevant Stampede units. •

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<p>PARADE</p>	<p>The Parade committee showcases the Stampede to the world and kicks off the Calgary Stampede by creating an entertaining, diverse, world class parade that celebrates western spirit and culture.</p>	<ul style="list-style-type: none"> • Adjudicate and select the most entertaining entries to enhance the spectator experience from across a variety of categories (ie. floats, bands, native entries, community groups and various horse entries) which include a combination of Stampede and committee selected entries. • Create memorable experiences for participants and viewers alike. • Produce a world class event through the planning, coordination and production of Parade content and promotion (lineup, program, script, media, broadcast, timing, pace, etc.). • Invite audiences to view the Parade live and via televised local, national and international broadcast. • Manage all operational logistics of producing the event within the form up area and along the Parade route. • Develop a comprehensive logistical plan and work cooperatively with various stakeholders and the City of Calgary to ensure the safe and logistical operation of the Parade (ie. CPS, Fire Dept. EMS, Roads, Transportation and Parks dept.). • Through the Parade Safety Sub-Committee, ensure the safety of participants and animals within the Parade through the careful scrutiny of each entry and precautionary measures associated with the safety of all animals in the Parade.
<p>PROMOTION</p>	<p>The Promotion committee creates exceptional experiences by entertaining, educating and engaging Calgarians and visitors to Calgary with our unique way of promoting our Western Heritage and Values. Creating inspired spaces as they travel throughout Calgary and the world, the Promotion committee tirelessly promotes the Calgary Stampede brand that is identified with the City of Calgary.</p>	<ul style="list-style-type: none"> • Deliver a new <i>inspired space</i> including a new Stampede Stage that allows the Stampede to connect with persons outside the city. • <i>Energize the brand</i> by seeking out new audiences and different demographics through its Happy Trails and Harry the Horse programs. • Deliver <i>exceptional experiences</i> for all audiences by planning for and providing high quality entertainment and activities that promote western heritage and values. • Promote the community's year-round awareness of the Calgary Stampede by engaging in activities in the city and abroad that showcase the Calgary Stampede.

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<p>PUBLIC ART</p>	<p>The Stampede Public Art committee creates inspired spaces and exceptional experiences by assisting in the development of Public Art within Stampede Park. The committee is responsible for creating a set of criteria for public art in the development of year-round gathering places that will engage Calgarians and tourists alike.</p> <p>The committee is responsible for the stewardship of the Stampede’s art collection and may, from time to time with Board approval, encourage off-park public art initiatives with community partners.</p> <p>The Board approves and may change the committee’s mandate, structure and composition from time to time.</p>	<ul style="list-style-type: none"> • Reviewing and recommending public art components of Stampede Park development projects, including those identified by the Stampede’s Master Plan. • Supporting the Calgary Stampede Park development vision, to review and approve all Public Art components including planning, design, fabrication, placement, installation, maintenance, and conservation of the Public Art collection. • Act as the primary contact for all volunteer committees, staff and executive for the placement of all new and existing artwork throughout the Park including all buildings. • Liaise with the Stampede archivist in reviewing and evaluating art intended to be a gift to the Calgary Stampede, as part of the Collections Management Policy. • Administrate “calls for artists,” public art competitions (e.g. open competitions, limited competitions, direct selection, etc.), and artist selection. • Promote and facilitate a collaborative public art process that encourages the integration of new installations with surrounding sites. • Maintain up to date records and inventory of public art on and off Stampede Park. • Ensure that Stampede Park standards are maintained and curatorial responsibilities are fulfilled including maintenance, protection, communications, promotion, etc. • Develop and maintain Art Walk and Public Art website. • Liaise with the CSF, the CES, City of Calgary and Corporate Calgary on potential future partnerships.
<p>QUEENS’ ALUMNI</p>	<p>The Calgary Stampede Queens’ Alumni committee is a diverse and dynamic group of past Stampede Royalty who are committed to providing opportunities and western experiences that enrich the lives of special needs children.</p>	<ul style="list-style-type: none"> • Offer exceptional experiences through the delivery of western and Stampede inspired Giddy-Up events for children with special needs. • Create an inspired brand by hosting Rodeo Queens and Princesses from Canada, the United States, and as far away as Australia; sharing the history of the Stampede and Stampede Royalty through historical displays and projects; collaborating with other committees in the Western Heritage grouping to strengthen Stampede representation. • Develop inspired spaces by providing assistance in the Brand Room for Stampede time guests.
<p>RECEPTION</p>	<p>The Reception Committee supports the organization by hosting and supporting events that foster connections, collaboration and engagement for the Stampede’s volunteers, employees, leaders, community partners and sponsors.</p>	<ul style="list-style-type: none"> • Hosting the lounge in the Blue Room during the annual Stampede celebration to support volunteers, sponsors, community partners and employees who support the volunteer infrastructure and culture. • Promoting the benefits of the lounge during the annual Stampede celebration, including the connections and memorable experiences that are created. • Supporting the annual SaddleUp Event to engage volunteers, employees, sponsors and community partners in the kick-off celebration for the annual Stampede celebration. • Collaborating with the Stampede Showband or other Stampede programs to support food and beverage service for our performing artists during the annual Stampede celebration.

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RODEO	<p>The Rodeo committee is committed to creating inspiring experiences for urban and rural audiences by producing and facilitating world class events with the highest standards of safety and animal care used in competition through professional, community and youth events across Southern Alberta which ensure the sustainability, relevance and future leaders of the sport.</p>	<ul style="list-style-type: none"> • Provide a safe and fair competition for six major professional rodeo events and three youth rodeo events. • Promote animal care within all competitions and lead the industry in best practices. • Promote youth in rodeo through education and through funding programs that help young competitors continue to compete and learn. • Continue to grow the professionalism of the sport of rodeo through best practices, partnerships and the future development of a televised product. • Provide a first class, entertaining product for the 10-day audience with video and live action components that engage and educate as well as entertain to continue to grow the Stampede brand and the Stampede experience.
ROYALTY	<p>The Royalty committee selects and trains a year-round ambassador to serve as the Stampede Princess who promotes and represents the Stampede's western heritage and values by attending and participating in events and delivering exceptional western experiences to engage our community in connecting with our brand.</p>	<ul style="list-style-type: none"> • Engage with First Nations Events to align, coordinate and enhance the distinct respective programs to best present both Stampede Princess and First Nations Princess together jointly as Stampede Royalty and ambassadors of the organization. • Annually plan and execute an independently judged contest to select the Stampede Princess. • Deliver training to develop and prepare the Stampede Princess to best perform the role. • Connect the community and the brand by representing and promoting the Calgary Stampede at targeted events locally, nationally and internationally and delivering exceptional experiences through various media to highlight Stampede values and create positive interactions with the brand. • Strengthen urban and rural connections through the development and presentation of a robust equine program to create and showcase authentic western experiences highlighting the values and skills of horsemanship and animal care as cornerstones of our western heritage and values. • Deliver a positive program experience for the Stampede Princess to create a life-long supporter and ambassador of the organization.
SAM CENTRE VOLUNTEER PROGRAM	<p>The Sam Centre Volunteer Program Committee delivers exceptional, year-round experiences for visitors to the Sam Centre by recruiting, training and operationalizing a diverse, passionate, and dedicated volunteer base that demonstrates remarkable western hospitality and helps to bring Stampede stories to life.</p>	<ul style="list-style-type: none"> • Design and maintain a volunteer program to achieve Sam Centre objectives. • Promote Sam Centre volunteer opportunities in the community. • Recruit, select, onboard and train volunteers on an ongoing basis to meet the Sam Centre's evolving operational needs and deliver exceptional guest experiences. • Develop and maintain Sam Centre volunteer policies, procedures, training resources, and other materials. • Implement a program to recognize and retain volunteers, creating a community of engaged volunteers who feel valued. • Leverage the already existing Event Volunteer Committee platform for scheduling and engagement. • Collaborate with Sam Centre management and staff to identify operational needs and schedule volunteers. • Work with Calgary Stampede and Calgary Stampede Foundation staff to manage risk and liability. • Monitor and evaluate volunteer program success.

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STAMPEDE BAND	<p>The Stampede Band committee showcases our brand to the world by supporting the educational, musical and performance activities of the Calgary Stampede Showband, Showriders and the Band of Outriders.</p>	<ul style="list-style-type: none"> • Coordination of equipment transportation needs for the Showband, Showriders and the Band of Outriders at over 200 events annually. • Coordination of all uniform needs for the Showband, Showriders and the Band of Outriders (200 individuals). • Coordination and delivery of nutritional requirements for Showband performers. • Coordination of all chaperones for rehearsal and performances. • Coordination of First Aid chaperones for all activities. • Production of props and specialty equipment. • Operational support for all programs during Ten Day activities (over 500 individual events).
STAMPEDE PARK BREAKFAST EVENTS	<p>The Stampede Park Breakfast Events (PBE) Committee supports the Calgary Stampede, organizing and hosting on-Park morning events that connect local and regional communities with Western style food and entertainment. This committee embodies a spirit of we're Greatest Together, blending western heritage and values by providing a first touch and ongoing Stampede experience for families, kids, special needs and seniors.</p>	<ul style="list-style-type: none"> • Organize and manage all catering and food preparation requirements to provide a pancake breakfast to families and children attending the Calgary Stampede for on-Park events such as the Kids Day breakfast, Family Day breakfast and Giddy-Up Grits breakfast. • Coordinate, contract and produce morning entertainment shows featuring performances by existing on-Park programming and performers (i.e. Elbow River Camp Dancers; Visiting Bands; Children's and Family Entertainment) that enhances the overall guest experiences in attendance of Kids Day and Family Day events. • Coordinate and recruit community partners to participate through "day of" volunteers, mascots, interactive displays, and prize donations for a prize toss during event programs. • Manage and provide support for the Seniors coffee and doughnuts event on-Park during Community Day. • Provide logistical and volunteer support for other on-Park morning events as required.
VOLUNTEER RECRUITMENT	<p>The Volunteer Recruitment Committee (VRC) will be responsible for identifying volunteer recruitment needs for the Stampede and attracting new volunteers. The VRC will support the recruitment of volunteers for the Stampede volunteer infrastructure by promoting the Stampede, promoting volunteering at the Stampede, engaging our community to support committee activities. The Committee will foster relationships with the Stampede's volunteer committee leaders to identify and support year-round volunteer participation requirements.</p>	<ul style="list-style-type: none"> • Collaborate with committees across the volunteer infrastructure to identify existing and potential needs for volunteer committee participation and event volunteer participation. • Create and maintain a year-round calendar of events that require event volunteer support, establish recruitment timelines and ensure onsite support for event volunteers. • Promote volunteering at the Stampede in the community to recruit committee volunteers and event volunteers for the volunteer infrastructure based on identified volunteer participation requirements. • Identify and execute recruitment strategies for greater community participation while promoting the Stampede as a year-round community organization. • Provide support to Volunteer Services with additional recruitment related activities as identified.

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<p>WESTERN AGRICULTURE HERITAGE</p>	<p>The Western Agriculture Heritage committee is committed to creating a 10-day inspiring experience that connects and strengthens the relationship between rural and urban audiences through authentic, entertaining, interactive and self-directed educational learning opportunities that highlight animal care and safety through the story of the history and development of horses, blacksmithing and farm equipment.</p>	<ul style="list-style-type: none"> • TBD
<p>WESTERN PERFORMANCE HORSE</p>	<p>The Western Performance Horse committee is committed to strengthening rural and urban connections through the presentation of signature western performance horse competitions that embrace high quality production values, top tier competition and strong audience engagement.</p>	<ul style="list-style-type: none"> • Create a venue for the Western Performance Horse industry to present, judge and demonstrate the best-of-best equine athletes in a professional manner for our show visitors. • Host competitors, industry professionals and owners from across North America. • Host off site qualifiers in rural communities for our Stampede time events. • Create alliances with North America’s top industry professional like the NCHA, AQHA and NRCHA that assist in the promotion of the Calgary Stampede brand. • Plan and activate sponsor fulfilment, orchestrate audience engagement, select judges and officials, plan for the future growth of events and competitor recruitment, all while delivering a highly energized produced competition. • Promote competitions and event messaging through various media avenue, print, social media and radio. • Animal care practices are top of mind in all event planning details and competition logistics • Further the goals of being a world class year-round gathering place by hosting events outside of the ten days of Stampede.
<p>WESTERN SHOWCASE</p>	<p>The Western Showcase committee creates inspired spaces and unique and engaging experiences for Calgary Stampede guests through the production of signature programs showcasing western art, entertainment, presentations and exhibits that depict western lifestyle, culture and traditions.</p>	<ul style="list-style-type: none"> • Produce a premiere Western Art show through an intensive jury selection process of original art pieces and artists to create a quality auction and gallery presentation; including management of sale proceeds and payments to artists. • Recruit and coordinate well-known and emerging artists to create interactive art galleries displaying of many art mediums including paint, sculpture, photography, and arts and crafts (ie. cake decorating, quilting) in a customized western-themed floor design. • Manage and coordinate participants including space and requirements. • Develop and execute overall print and advertising campaigns to support program activities. • Recruit and coordinate amateur talent components to entertain and educate guests on western lifestyle and culture through educational speakers, western musical groups, cowboy poetry, as well as both amateur and professional chefs in live kitchen demonstrations featuring locally produced food products. • Provide developmental opportunities for emerging artists and crafters through amateur competition, a high school art scholarship program and the Artist Ranch Project.

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WINE COMPETITION	<p>The Wine Competition Committee supports the planning and execution of the annual wine competition and subsequent wine supply coordination for a new wine and food tasting event at Stampede as well as for Stampede-time showcasing. The addition of the new wine programming components are intended to create inspiring experiences that promote the Agri-food and Wine industries and support the Stampede as a leader in showcasing these industries.</p>	<ul style="list-style-type: none"> • Support the planning and execution of the annual Wine Competition (February) including set-up/tear-down and day-of support. • Provide support to judges and contestants as needed before, during and after the event. • Support the competition process (i.e. code and manage wine glasses, pour wines, empty spittoons, provide palette cleansers). • Coordinate all activities related to wineries including leading the effort to gather entries; collecting registration information and; following-up after competition. • Coordinates the identification, classification and sorting of wine entries for the competition as well as for Stampede-time showcasing. • Coordinate the wine supply for the wine and food tasting event and for Stampede-time showcasing.
WINE & FOOD TASTING EVENT	<p>The Wine & Food Tasting Event Committee supports the planning and execution of an annual tasting event that highlights the Agri-Food & Beverage industry through the presentation of wine and local cuisine.</p>	<ul style="list-style-type: none"> • Engage local restaurants to showcase the signature dish of their choosing along with the winning wines from the Wine Competition. • Coordinate with the Stampede's Food & Beverage Department for the provision of glassware and other equipment for the event. • Coordinate the identification, sorting, transportation and storage of wines from the Wine Competition that are provided for the event. • Support restaurateurs before, during and after the event. • Coordinate tasting contests, including coordination of the voting process, judging and announcement of winner. • Manage volunteer training and scheduling to support the wine and food tasting event (including hosting, supporting participating restaurants, volunteer check-in, and photography) • Execute on post-event activities, including tear down, inventory control of remaining wines, and follow-up with the participating restaurants.
YOUTH INITIATIVES	<p>The Youth Initiatives Committee supports AGWE programming of youth-related competitions that promote the importance and relevance of our Western Heritage and Culture as well as the Agri-Food industry.</p>	<ul style="list-style-type: none"> • Support the planning and execution of an annual competition for youth that focuses on innovation related to agriculture. • Support the planning and execution of an annual public speaking competition that motivates youth to enhance their communication and presentation skills. • Support other youth initiatives as appropriate as the program grows. • Provide support to judges and contestants as needed before, during and after the event.