



2025-2029 Strategic Plan Presentation Speaking Notes

Title Page

We are excited to share with you our brand new 2025-2029 Strategic Plan. This document is meant to guide our organization for the next four years in the decisions that we make and the direction we're headed as an organization.

Before we dive into the updated vision, mission and objectives, let's first look at the direction behind the new strategic plan.

(click)

Second page

- Strategically speaking, where are we coming from? **(click)**

Background

- And where do we go next? **(click)**
- The success of the 2020—2025 Strategic Plan and fruition of the 20-year Master Plan mark a milestone in the Calgary Stampede's history that now finds the organization on the precipice of a big evolution.
- The Master Plan envisioned a greater Stampede—one deeply rooted in community and partnerships to bring to life the idea of creating a year-round gathering place for all. Its completion has resulted in world-class facilities, including the BMO Centre, Sam Centre, 17 Ave Extension & Stampede Station Rebuild. The Master Plan has transformed Stampede Park into an international destination for events, meetings and celebrations.
- The 2020—2025 Strategic Plan focused on guiding the organization to the fulfillment of the Master Plan. We've built the facilities to host the world, and now, we shift our focus to *welcoming the world*.
- On December 10, 2024, the Stampede Board of Directors approved the 2025–2029 Strategic Plan, which outlines the journey for every member of the Stampede family as we focus on showcasing why the Calgary Stampede is the greatest place to be a part of. **(click)**

Purpose & Vision **(click)**

- Our Purpose and Vision are foundational to everything we do. **(click)**
- With a refined purpose—to share Western hospitality and community spirit by celebrating the people, animals, land and traditions that make up the unique spirit of the West—we reinforce our commitment to honoring and showcasing our roots.
- The previous Strategic Plan laid the foundation for building our vision. **(click)**
- Now, with world-class spaces established, our new vision focuses on leveraging these assets to welcome the world and reaffirm that the Calgary Stampede is indeed a world-class, year-round gathering place for the community. **(click)**

Objectives

(click)

- The 2025—2029 Strategic Plan focuses on four new key objectives that function as the pillars of the Stampede’s success: **(click)** Contributing to Community, **(click)** Being Greatest Together, **(click)**, Welcoming the World, **(click)** and a foundational objective of Financial Stability and Operational Excellence.
- Together, they empower the Calgary Stampede to continue doing what we do best: bringing people together, honoring Western heritage and hospitality, and sharing the vibrant spirit of community.
- I am pleased to share further details on our strategic objectives and priorities for the 2025-2029 Strategic Plan. **(click)**

Our first objective is Contributing to Community (click)

Objective:

- We will contribute to community through responsible and inclusive stewardship of the organization, leadership in our key pursuits, and maintaining and building our relationship with our diverse contributors and stakeholders. **(click)**

Priorities:

- We will do this by: **(click)**
 - Being part of Calgary’s identity. **(click)**
 - Championing Calgary as a destination for tourism and conventions. **(click)**
 - Expanding our relationships with community partners. **(click)**
 - Expanding our youth programming to foster engaged citizens. **(click)**
 - Showcasing the agriculture and agri-food industry through our unique spaces, programs, expertise and connections. **(click)**
 - Showcasing Western heritage. **(click)**
 - Stewarding the unique and historic relationship with the First Nations of Treaty 7 and ensuring the ongoing authenticity of Elbow River Camp programming. **(click)**
 - And supporting arts, music and culture. **(click)**

The next objective is Being Greatest Together (click)

Objective:

- The concept of “We’re Greatest Together” has galvanized our organization for more than a decade by providing both an approach and a desired outcome for working together, building relationships and creating connections that extend throughout our community, industries and southern Alberta. “We’re Greatest Together” will continue to guide Calgary Stampede culture and practices as we expand our reach with our new facilities, programs and events. **(click)**

Priorities:

- We will do this by: **(click)**
 - Celebrating the diversity and breadth of our organization. **(click)**
 - Emphasizing our brand and culture. **(click)**
 - Engaging and empowering our diverse people and our partners. **(click)**

- Galvanizing around our purpose and vision. **(click)**
- Reflecting our belief and pride in “We’re Greatest Together”. **(click)**
- And showcasing our volunteerism. **(click)**

The third objective is Welcoming the World (click)

Objective:

- As Stampede Park and the city of Calgary have transformed into a first-class international destination for events, meetings and celebration, our focus turns to the important and inspiring goal of welcoming the world. We will showcase Western hospitality and community spirit as the world comes to Calgary, and we will provide world-class infrastructure and key resources for supporting the city’s positioning as a sought-after and unique world-class destination. **(click)**

Priorities:

- We will achieve this by: **(click)**
 - Amplifying the uniqueness of Western hospitality, through: **(click)**
 - Celebrating being a physical gathering place. **(click)**
 - Community engagement. **(click)**
 - Personalized guest experiences. **(click)**
 - Providing a welcoming and safe environment. **(click)**
 - And technology to support the in-person experience. **(click)**
- **We will also:**
 - Develop a new Master Plan to integrate urban and rural connections through key on-Park developments. **(click)**
 - Ensure a beneficial integration of the Stampede’s Master Plan within the Culture + Entertainment District. **(click)**
 - And grow captivating year-round experiences to effectively and responsibly leverage our new and existing facilities. **(click)**

And as mentioned before, we will achieve our objectives through a strong foundational objective of Financial Stability & Operational Excellence (click)

- With the completion of the 20-year Master Plan, we will continue to focus on the organization’s financial stability and balancing operational excellence as a foundational objective. We will continue to invest in our people, systems, brand, culture and facilities, and we will ensure the stewardship of the Stampede’s investments. **(click)**

Priorities:

- We will do this by: **(click)**
 - Ensuring the operational excellence and achievement of our core businesses. **(click)**
 - Ensuring the resilience of Stampede Park and safety across the organization. **(click)**
 - Focusing on recruitment and engagement in line with broader needs assessments while supporting the strength of our volunteers, employees and systems. **(click)**

- And last, but not least, strengthening our balance sheet for greater financial flexibility and investment in our organization and community. **(click)**

Next Steps (click)

- So, what's next? **(click)**
 - The 2025—2029 Strategic Plan is now available online: Volunteers can access it through the [Volunteer website](#) (password: grandstand), employees can find it on Cowboy, and it's also accessible on the [Calgary Stampede website](#). **(click)**
 - Over the next four years, annual Committee and corporate work plans will align with and drive the achievement of the plan's objectives. **(click)**
 - This Strategic Plan will also serve as our roadmap for the years ahead. More discussions to come on how each of us can contribute to its success. **(click)**

Questions? (click)

- Does anyone have any questions?

Closing Slide (For Calgary. Forever.) (click)

- Thank you!