



Annual Report 2020

Calgary Stampede Foundation

The Calgary Stampede Foundation supports the youth of Alberta by providing dynamic programming to enhance their leadership skills, personal growth, citizenship, and education. We are making our community vibrant and engaging by creating spaces that connects the arts, heritage, and education.

Strong Youth. Stronger Community.





“Being part of a community means recognizing that you are greater than just yourself.”

Elena Toth, Young Canadians Senior Dancer

In Memoriam

This Annual Report is dedicated to Warren Connell, the beloved Chief Executive Officer of the Calgary Stampede.

An iconic leader in the Calgary community, Warren served as the Chief Executive Officer of the Calgary Stampede from 2015 until 2020, having joined the Stampede in 1984.

During his time as CEO, Warren worked tirelessly towards the vision of creating a world-class, year-round gathering place for the community. This included setting the direction for the final fulfillment of the Stampede's 20-year Master Plan, a bold and unprecedented accomplishment. Warren was beloved by the Stampede family, and he will be remembered as a visionary leader and ardent community builder. His contributions to the community leaves a legacy that will live on for generations.



Thank You

On behalf of the Board and staff of the Calgary Stampede Foundation, we want to extend my sincere gratitude and thanks for your support and partnership during what has been a year like-no-other. The substantial challenges of 2020 tested the resilience and strength of our broad collective community and with no exception, the talented youth participating in our many programs.

Our youth programs are adapting to the current climate with an eagerness and compassion that is truly inspiring. While we have adjusted certain elements to ensure our programs are safe in their physical delivery, the greatest inspiration is providing an environment that allows our youth to pursue their creative passions unique to each of them. Our Youth Campus continues to grow and develop. The TransAlta Performing Arts Studios, Doherty Hall, Calgary Arts Academy, BMO Amphitheatre and Enbridge Plaza, are open again. The completion of the Youth Campus is in sight with the planned developments for the SAM Centre and Oliver House. The SAM Centre will showcase our incredible Stampede history in a manner that is interactive, modern and engaging.

In this 2020 Annual Report, we reflect on the milestones and accomplishments of the last year under the duress of a constrained world. Our spirits were never dampened or compromised in pursuit of the central notion that drives our energy: strong youth building a strong community.

The Stampede spirit has weathered many storms over its history and indeed this storm will pass. Our future lies clearly in the resilience and spark shown by the young Calgarians who engage in our inspiring programs and spaces. We are focused on a bright horizon and if 2020 showed us anything, it's that we are truly "Greatest Together".

Sincerely,



Bob Thompson
Board Chair, Calgary Stampede Foundation



Sarah Hayes
Executive Director, Calgary Stampede Foundation

2020 Milestones



CS Strategic Plan

The Calgary Stampede's 2020-2025 strategic plan outlined a commitment to supporting youth achievement in our community, with a focus on the development of Youth Campus. We are excited to continue this shared mission to cultivate spirited citizens for our community.



Virtual Cowgirls Trail Ride

This year, we celebrated our annual Cowgirls Trail Ride in a unique way. Although we were unable to ride together at the beautiful OH Ranch, we reminisced about fun and memorable rides of the past and shared inspirational stories of how we're all adapting to these times. It was a wonderful time to reflect on the legacy of the women who shape our community and our rich western spirit.



CS Volunteers Divot Classic

Despite the tournament's cancellation, we were deeply moved by the generosity and unwavering commitment of the tournament's committee members, players, donors, and hole sponsors as they rallied behind our Stampede School students and continued their support of the program. We look forward to teeing off with you again in August 2021!

Welcome Back Week

In October we celebrated the return of the Young Canadians and Showband to in-person rehearsals. Over 100 volunteers, alumni and donors turned out to welcome back the students across Stampede Park with signs, balloons and cowbells!

2020 Milestones



New Addition to Board

In October, Marcel Coutu was appointed to the Board of the Calgary Stampede Foundation. Marcel is the former Chairman of Syncrude Canada Ltd. And past President and Chief Executive Officer of Canadian Oil Sands Limited. He is also a director of Power Corporation, Brookfield Asset Management Inc. and Enbridge Inc. Marcel has been a longtime member of the Stampede family, having held a position on the Calgary Stampede Board of Directors from 2014 – 2020. We are delighted to welcome Marcel and look forward to benefitting from his business acumen and leadership.



SAM Feasibility Grant

The Canada Cultural Spaces Fund Program awarded \$418,900 to the Calgary Stampede Foundation to develop a feasibility study for the SAM Centre.

This study aligned the vision of the SAM Centre with market and business viability resulting in a well-developed plan to begin our project. The final plan will help guide ideas for experience design and overall schematics.



Bud Hall Estate Gift

Arthur George (Bud) Hall was a born and raised Calgarian and a true oil and gas renaissance man, working with Dome Petroleum and Ranger Oil prior to starting his own companies, Sepic River Resources Ltd and A.G. Hall Consultants Ltd. Bud was an ardent fan of the Oklahoma Schooner's, as well as a keen pilot, sportsman and all around exemplary member of the community.

Bud's estate gift of \$3 million to the SAM Centre will ensure the development of this immersive and educational new heritage centre in the heart of Calgary.

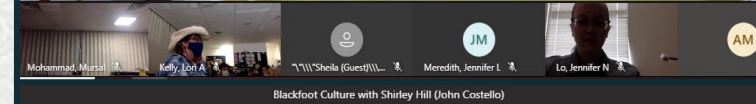
Stampede School

Stampede School is a first-class educational experience for students in grades 1 to 12 that relocates their classroom to Stampede Park. In their new setting, students and teachers experience deep and innovative learning and make connections to history, agriculture, First Nations, and western heritage and values. Students are surrounded by western artifacts, unique cultures, equine classmates and intriguing guest speakers. Stampede School, a Campus Calgary site, is inquiry-based, innovative, and focused on hands-on experiences. Each class' week-long experience is customized to fit their particular curriculum and individual needs.

Stampede School paused operations in March 2020, taking a step back to reassess the program's delivery and activities. Following pilot sessions in the fall, Stampede School started online classes in January with the same core values as before, albeit with a new dynamic. Stampede School developed a number of resources for students in order to retain the programs focus of community based, hands-on learning.

These have included virtual tours of Stampede Park, unique guest speakers, [exciting educational videos](#), advanced delivery of Edu-kits to schools, and new educational partnerships. One such partnership with Butterfield Acres worked to bring farm animal observations and egg hatching online. Multiple classes from one school were able to witness the lifecycle of an egg, from incubation all the way to hatching.

Feedback from students and teachers has been positive, and we hope to return to in-person sessions later this year.



405

Students that participated in the
2020-21 school year

18

Individual classes

8

Schools from across Calgary

OH Ranch Education

The OH Ranch is one of Alberta's most historic properties, and remains an authentic working cattle ranch. The OH Ranch Education program explores Alberta's history, heritage, environmental stewardship, herd management and more. The program provides direct connections to Grade 4, 5, and 6 Science and Social Studies curriculum through unique, interactive, and authentic learning experiences. It engages and empowers students to think deeper, develop connections to their community and understand their impact on the world around them.

Our education team continues to gather resources and ideas to strengthen the OH Ranch Education program experience, following the programs temporary shutdown in early 2020. In Spring 2021, the OH Ranch Pilot Program was created, to give future visitors virtual sessions ahead of their visit. This pre-program component will give insights into the importance of their visit, as well as strengthening connections between their learnings at the ranch to the curriculum. Students were engaged and interested during the Pilot Program sessions, with teachers commenting on the excitement shown when students made connections to their own learnings over the previous months.

We look forward to welcoming young Calgarians to the OH Ranch during the 21/22 school year.



408

Students that participated in the
2019-20 school year

9

Virtual visits with the OH Ranch
Education Pilot Program

11

Classes experienced our new
virtual program pre-component

Indigenous Youth Program

The Indigenous Youth Program was launched in the fall of 2017, after nearly a year of consultation from Elders and other professionals who work with Indigenous youth. The program brings together Indigenous youth between the ages of 9 and 14, an age range specifically selected because they are between being "kids" and teenagers. Each day is built differently, but program elements speak to building resilience, connecting to traditions, and having fun. Facilitators are First Nations individuals who also serve as role models for the participants. Many of the participants are in the foster care system and this program is a key opportunity for them to connect with their cultures and with other Indigenous youth.

Just prior to the pandemic we held our 'Adventure' program, with activities such as finger weaving and sun catcher crafts led by facilitators Matt Hilterman and Troy Patenaude. Although the program went on hiatus in the spring, facilitators continued to stay engaged with Indigenous youth throughout the year by designing informational colouring pages for distribution and recording greetings for participants, sharing their updates and their community spirit!

37

Participants in 2020

6

Program facilitators at the
'Adventure' program

88%

of participants would come back
for another program



Calgary Stampede Showband

The Calgary Stampede Showband is a premiere performance ensemble with 160 members, ages 16 to 21, from Calgary and the surrounding area. With over 200 annual performances, the program offers diverse opportunities to develop performance, musicianship, interpersonal, and leadership skills.

After a bright start to the year with our Community Concert and Arts in Motion performances, the Calgary Stampede Showband went on hiatus until the fall, with online rehearsals starting in November. Over the summer, students worked to nurture their camaraderie with an [emotional message from member Mackenzie Beerbaum](#) reminding us of Showband's resilience and commitment to the community.

In-person rehearsals started again in March, and Showband are looking to the future with optimism. Members have also been working virtually, putting plans in place for physically distant performances and making use of outdoor spaces where possible. Showband are looking forward to bringing the band back together in small groups to play music together for the first time since March 2020.

141

Showband members in 2021

185

Instructional hours

67

In-person rehearsals since
March 2021



The Young Canadians

The Young Canadians School of Performing Arts is an engaging opportunity to train youth in dance, voice, and performance, by a professional faculty. Training is provided by a diverse team of specialists who encourage technical development, artistic creation, and performance excellence. The Young Canadians train and perform throughout the year leading to their performance for an international audience of over 150,000 spectators at the annual Bell Grandstand Show at the Calgary Stampede. Intermediate Young Canadians, Singers and Dancers range in ages 11-14 years.

Members of the Young Canadians have shown extraordinary resilience in the face of last years' challenges, with many continuing to sing and dance wherever they can. After the cancellation of our March Spring Show, students [performed a medley of songs from the musical Come From Away](#), reminding us of the strength in community. Students took part in a 'flash-mob' rehearsal on Enbridge Plaza before [performing on the Grandstand](#), with a dance camp held in July by rotating classes between Enbridge Plaza and the TransAlta Performing Arts Studios. Following virtual rehearsals in the fall, members returned to in-person training in February 2021, utilizing outdoor areas on Youth Campus as well as their usual performance spaces. The Young Canadians are excited to showcase their hard work from the past year with their return to the Bell Grandstand show in 2021.

141

Members for the
2020-2021 season

6

Video/digital performances

182

Instructional hours in 2020



Calgary Stampede Showriders

The Calgary Stampede Showriders are a unique musical ride team and mounted colorguard for Alberta youth ages 14 to 21. The Showriders program provides community youth with opportunities to learn individual and group horsemanship skills, and ride and perform in an engaging and team oriented environment.

'Ride More, Worry Less' was the 2020 theme for the Showriders. Although the program went on hiatus for much of the year, the team enjoyed a trail ride at Mesa Butte in Kananaskis Country, before returning in October for their first official program.

Guest trainer and clinician, Jill Barron, has delivered 4 clinics since January 2021, including a two-day horsemanship clinic where the team showed huge progression.

The team returned to practice in March and they are excited to be back in the saddle, and preparing for their return to the Calgary Stampede. With 21 musical ride performances scheduled, these incredible riders are ready to wow audiences this summer!

14

Members

8

Practices in 2021

4

Horsemanship clinics



Youth Poster Competition

The Calgary Stampede Youth Poster Competition is a unique youth achievement program that provides talented young Albertans with the opportunity to showcase their talent on a world stage. Generously funded by the Brandon Flock Foundation, this program provides one of Canada's largest art scholarships, with a prize of \$10,000 for the winning artist.

Symbolizing the passing of the storm and recognizing resiliency and optimism, the 2021 Calgary Stampede poster was created by 22-year-old Calgarian Lexi Hilderman, winner of the Calgary Stampede Youth Poster Competition. Hilderman's artwork features a young Fancy Dancer with rainbow ribbons flowing from her regalia, inspired by the image of a young woman named Katari Righthand from the Siksika First Nation.

"I was drawn to her story and it became important for me to learn about her culture and to understand how she feels when she's dancing," says Hilderman. "I wanted to show her standing strong, looking forward with determination. To me this image is about optimism, and also a representation of youth carrying on their legacy and the legacy of the Calgary Stampede's celebration of the arts, culture and community."

[For a detailed look at how this incredible artwork was created, please enjoy this link to CBC's interview with both Lexi and Katari.](#)

We look forward to seeing both Katari and Lexi in the Calgary Stampede 2021 parade, with Katari Righthand named this year's Parade Marshal, and Lexi riding in the Foundation wagon.



Youth Campus Updates

Oliver House

Phase 1 of Oliver House was completed in 2020 which included the outdoor building envelope and the restoration of the foundation. Once completed, Oliver House will become a new space for program leadership and a hub for innovation and training in community-based education and youth leadership.

Enbridge Plaza

During a period when groups were unable to gather en-masse indoors, Enbridge Plaza became a new space for rehearsal and learning. The Young Canadians took part in a 'flash-mob' rehearsal on the plaza and showcased their indomitable spirit!

TransAlta Performing Arts Studios

The TransAlta Performing Arts Studios (TAPAS) became a vital space for Calgary Arts Academy students as social distancing guidelines came into effect, with TYC's returning in July. External groups were welcomed back from September such as Calgary Youth Performing Arts, Calgary Taiko drumming and Calgary's Finest Dholis.

Doherty Hall

Doherty Hall transitioned into a physically distanced learning space and recording studio for virtual performance for students of the Calgary Arts Academy. From September to December 2020, Doherty Hall hosted the Revv52 Choir as they broadcast virtual performances to wider audiences unable to gather in person, retaining the spaces status as a high-quality arts venue in the heart of Youth Campus.





SAM Centre

*Concept rendering subject to change

SAM Centre

A True Gathering Place

The SAM Centre will be an immersive museum experience dedicated to sharing the Stampede's history, culture, and spirit year-round. Here our southern Alberta heritage will be brought to life in true Stampede-style with western themes and energetic spirit.

This is the place where visitors can get a taste of what the Stampede is all about from a range of perspectives and where Calgarians can proudly showcase their bold history. The SAM will be a 30,000 sq. ft. cultural experience, bringing the excitement of the Calgary Stampede to visitors year-round.

The SAM Centre brings together the old and the new, our history and our future, by offering spaces dedicated to collections' preservation, exhibition, and presentation that celebrate the pioneering spirit.

Central To Rivers District

As an anchor of the Stampede's Youth Campus, the SAM Centre will be at the heart of the Rivers District, which will comprise of four million square-feet of new and mixed-use space. This will include residential space for approximately 8,000 new residents, 150,000 square-feet of retail development as well as, home to the new Event Centre and the expanded BMO Centre, a tier-one conference space and the second largest meeting facility in Canada.

Stampede Park has long welcomed visitors from near and far into the heart of Canada's West. SAM will reflect the Stampede's century-plus success of authentically and creatively showcasing our western traditions, arts, history, culture and the heritage of southern Alberta with the world.



Immersive Experiences

- With 9,500 sq. ft. of exhibition space and 1,000 sq. ft. of gathering space, the SAM promises to bring people together in a great celebration of the past and excitement about our future.
- The SAM will house a permanent, interactive gallery dedicated to our western heritage; a rotating gallery for ever-changing exhibits; and a one-of-a-kind multimedia experience to immerse visitors in the sights and sounds of the Calgary Stampede.
- Promoting exciting experiences for audiences, the SAM will create story-making opportunities through innovative displays and built-in technology for dynamic presentations.

Keeper of Stories

- A new heritage space in Calgary, the SAM Centre delivers critically needed facilities to protect and preserve the Stampede's Collection and Archives – and artifacts that are vital to preserving Canadian heritage.
- The facility will provide public access to view, handle, and interact with collection items for the first time. It will also offer better access to school groups, scholars and community researchers to access archival papers, and provide exhibition and presentation opportunities for artifacts as well as new curation and presentation.
- The collections work room will provide a unique opportunity for visitors to see behind the curtain of museum and archival work, inviting the community to participate in preserving the artifacts that shape their own heritage.

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Federal Government : Cultural Spaces

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1912 Society

The 1912 Society is made up of passionate donors who believe in providing young Calgarians with skill-building programs that allows them to achieve their goals and become tomorrows leaders.

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