



2025–2029 STRATEGIC PLAN

STRATEGICALLY SPEAKING, WHERE ARE WE COMING FROM?



**AND WHERE DO
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- 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.



PURPOSE VISION





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The Calgary Stampede shares Western hospitality and community spirit by celebrating the people, animals, land and traditions that make up the unique spirit of the West.

VISION



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VISION

The Calgary Stampede is a world-class, year-round gathering place for the community.



2025-2029

OBJECTIVES



2025-2029

OBJECTIVES

**CONTRIBUTING TO
COMMUNITY**





2025-2029

OBJECTIVES

**CONTRIBUTING TO
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**BEING GREATEST
TOGETHER**





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**FINANCIAL STABILITY &
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CONTRIBUTING TO COMMUNITY





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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.

**CONTRIBUTING TO
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- Showcasing the agriculture and agri-food industry through our unique spaces, programs, expertise and connections.

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- Being part of Calgary's identity.
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- Stewarding the unique and historic relationship with the First Nations of Treaty 7 and ensuring the ongoing authenticity of Elbow River Camp programming.

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- Stewarding the unique and historic relationship with the First Nations of Treaty 7 and ensuring the ongoing authenticity of Elbow River Camp programming.
- Supporting arts, music and culture.

**BEING
GREATEST
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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.

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- Reflecting our belief and pride in “We’re Greatest Together”.

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- Reflecting our belief and pride in “We’re Greatest Together”.
- Showcasing our volunteerism.

**WELCOMING
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WELCOMING THE WORLD

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.

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- Ensure a beneficial integration of the Stampede's Master Plan within the Culture + Entertainment District.

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- Growing captivating year-round experiences to effectively and responsibly leverage our new and existing facilities.

**FINANCIAL
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FINANCIAL STABILITY & OPERATIONAL EXCELLENCE

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.

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- Strengthening our balance sheet for greater financial flexibility and investment in our organization and community.

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- This Strategic Plan serves as our roadmap for the years ahead. More discussions to come on how each of us can contribute to its success.

QUESTIONS?

FOR **CALGARY.**
FOR**EVER.**

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Calgary Stampede