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**2025-2029
STRATEGIC PLAN**

STRATEGICALLY SPEAKING, WHERE ARE WE COMING FROM?

AND WHERE DO WE GO NEXT?

The success of the 2020–2025 Strategic Plan and fruition of the 20-year Master Plan marks a milestone in the Stampede’s history that now finds the organization on the precipice of a big evolution.

The Master Plan completion has resulted in facilities and assets that will only be successful through driving our global profile, integration with the community and building a strong culture of service. The world-class, year-round gathering place is no longer a dream; it’s our new reality that will require a focus on culture, stabilization and maximization.

The accomplishments toward the 20-year Master Plan were the result of countless partnerships, generations of volunteer and employee support, and the unwavering spirit of our community.

Stampede Park and the city of Calgary have transformed into an international destination for events, meetings and celebration. We have built the facilities to host the world, and now we will turn our focus to welcoming the world.

As we continue our journey forward, the 2025–2029 objectives seek to master the next iteration of the Stampede’s purpose and vision and embark on the organization’s next Master Plan. This Strategic Plan 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

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

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



2025-2029

OBJECTIVES

**CONTRIBUTING
TO COMMUNITY**

**BEING GREATEST
TOGETHER**

**WELCOMING
THE WORLD**

**FINANCIAL STABILITY &
OPERATIONAL EXCELLENCE**



**CONTRIBUTING
TO COMMUNITY**

CONTRIBUTING TO COMMUNITY

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.

PRIORITIES

- Being part of Calgary's identity.
- Championing Calgary as a destination for tourism and conventions.
- Expanding our relationships with community partners.
- Expanding our youth programming to foster engaged citizens.
- Showcasing the agriculture and agri-food industry through our unique spaces, programs, expertise and connections.
- Showcasing Western heritage.
- 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
TOGETHER**

BEING GREATEST TOGETHER

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.

PRIORITIES

- Celebrating the diversity and breadth of our organization.
- Emphasizing our brand and culture.
- Engaging and empowering our diverse people and our partners.
- Galvanizing around our purpose and vision.
- Reflecting our belief and pride in “We’re Greatest Together.”
- Showcasing our volunteerism.





**WELCOMING
THE
WORLD**

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.

PRIORITIES

- Amplifying the uniqueness of Western hospitality:
 - Celebrate being a physical gathering place.
 - Community engagement.
 - Personalized guest experiences.
 - Provide a welcoming and safe environment.
 - Technology to support the in-person experience.
- Develop a new Master Plan to integrate urban and rural connections through key on-Park developments.
- Ensure a beneficial integration of the Stampede's Master Plan with the Culture + Entertainment District.
- Growing captivating year-round experiences to effectively and responsibly leverage our new and existing facilities.





**FINANCIAL
STABILITY &
OPERATIONAL
EXCELLENCE**

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.

PRIORITIES

- Ensuring the operational excellence and achievement of our core businesses.
- Ensuring the resilience of Stampede Park and safety across the organization.
- Focusing on recruitment and engagement in line with broader needs assessments while supporting the strength of our volunteers, employees and systems.
- Strengthening our balance sheet for greater financial flexibility and investment in our organization and community.



**FOR CALGARY.
FOREVER.**



Calgary Stampede