



2020 STRATEGIC PLAN 2025

**WHAT
STARTS
BOLD**

**STAYS
BOLD**



"THE STAMPEDE" CALGARY, ALTA. 1912. OFFICIAL PHOTO No 41 MARCELL

WE'RE GREATEST TOGETHER 2020 2025



DANA PEERS
President & Chairman of the Board



WARREN CONNELL
Chief Executive Officer

The purpose of the Calgary Stampede is to preserve and promote western heritage and values by celebrating the people, animals, land, and traditions that make up the unique spirit of the west. The success of the Stampede is founded in the organization's 108 year history of adjusting to, engaging and reflecting our community on a local, regional and international basis.

The Stampede is the last organization of its kind in Canada. We believe this is because the Stampede has always looked forward and guided its own destiny. The organization's vision and direction have always pointed the way to master plans that have served to balance flexibility and minimize risk for the Stampede's not-for-profit, charity, and for-profit business units. At the heart of the Stampede's

success are the thousands of volunteers and employees who embody a spirit of We're Greatest Together that expresses our commitment to the spirit of western culture and speaks to other traditions like those of our Treaty 7 partners and those of new Albertans. We're Greatest Together symbolizes the unique spirit of Calgarians and Albertans to make things happen in and for our community.

With the approval of funding in 2019 from all three orders of government, the Stampede is embarking on a \$500M expansion of its BMO Centre convention facility that is projected to open in June 2024 and will see the city of Calgary emerge as a tier one convention city and first class international destination for meetings and conventions. The 2020-2025 Strategic Plan will see the fruition

of the Stampede's current 20-year Master Plan through an approach that will continue to reflect the Stampede's commitment to our community and our partners while working together to create a world-class, year-round gathering place for the community.

We are deeply connected to Calgary and area, and our commitment to community is why we reinvest proceeds from operations into youth programs, education, culture, facilities and year-round programming. We believe in striving to do the right thing and building trusted relationships where 'our word is our bond'. These values connect us to our past, to the present and to our future, and we know that they will continue to support the success of our great organization and community for the next 100 years and beyond.

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**YEARS OF
ACCOMPLISHMENTS
TOWARD THE CALGARY
STAMPEDE'S 20-YEAR
MASTER PLAN VISION**



**“FIRST NATIONS
VILLAGE RELOCATION
AND HERITAGE MUSEUM:
A PLACE WHERE WE CAN
REMEMBER, LEARN AND
CELEBRATE ALBERTA’S
PAST, PRESENT
AND FUTURE.”**

In 2016, the newly opened ENMAX Park became the home of the Stampede’s Elbow River Camp and its interpretive education training program, which is supported by the Park’s new Sweetgrass Lodge facility. The SAM Centre development on the Stampede’s Youth Campus will bring western heritage and culture to life with Stampede artifacts and immersive experiences that showcase the story behind the making of southern Alberta.

**“A YOUTH CENTRE
THAT OFFERS MODERN
FACILITIES FOR BOTH
STAMPEDE AND OTHER
ORGANIZATIONS
TO ENHANCE AND
EXPAND THEIR YOUTH
PERFORMANCE ARTS
AND PROGRAMS IN AN
ACCESSIBLE LOCATION.”**

In 2017, the Stampede’s Youth Campus officially became the home of the Stampede School, The Young Canadians School of the Performing Arts, and Calgary Stampede Showband, fostering boundless creative and artistic synergies through the sharing of new spaces via the TransAlta Performing Arts Studios, BMO Amphitheatre, and the public charter school Calgary Arts Academy. This best-practice campus features green space and is custom designed for indoor and outdoor classrooms, training and performing. In 2018, Doherty Hall opened as an additional unique training and performance space within the Youth Campus. In 2019, Enbridge Plaza opened as a central outdoor gathering place connecting all of the Youth Campus developments.

The above quotes are taken directly from the Stampede's 20-year Master Plan.

**“ROUNDUP CENTRE
EXPANSION TO MAKE
STAMPEDE PARK ONE OF
THE MOST SIGNIFICANT
AND PRESTIGIOUS
EXHIBITION CENTRES
IN WESTERN CANADA,
ATTRACTING MAJOR
INTERNATIONAL
EXHIBITIONS AND SHOWS.”**

In 2019, funding from all three orders of government was approved for the Stampede to construct a \$500M expansion of its BMO Centre convention facility, which will see our community transformed into a tier one convention city and a new stream of economic diversification realized for southern Alberta. The expanded tier one convention centre will open in June 2024 and is expected to attract \$1B in private investment for the city of Calgary.

In 2019, construction began on Hall F, an extension of the BMO Centre that will provide space to support interim operations throughout the larger expansion construction period of 2020-2024.

**“STAMPEDE’S MAIN
STREET AND FESTIVAL
AREA: A MYRIAD OF RETAIL
AND ENTERTAINMENT
OPPORTUNITIES THAT
REINFORCE STAMPEDE
PARK AS A YEAR-ROUND
GATHERING PLACE
FOR PEOPLE.”**

In 2019, the Stampede negotiated an agreement with The City of Calgary and Calgary Sports & Entertainment Corporation to construct a new \$550M Event Centre on Stampede Trail land.

This development along with the BMO Centre expansion will afford the density and infrastructure for the emergence of Stampede Trail as a year-round entertainment, commercial and retail space. Construction of the Event Centre is scheduled to begin in 2021.

**“BUILDING A STATE-OF-
THE-ART FACILITY THAT
WILL BECOME A SHOWCASE
FOR ALBERTA’S
AGRICULTURE INDUSTRY.”**

In 2014, the 60,000 sq. ft. Nutrien Western Event Centre opened in the heart of Stampede Park and is now home to extensive youth agriculture programs that are recognized world-wide as well as state-of-the art agriculture and agri-food programming and showcase events.

**“ELBOW RIVER PARK
GREENING INITIATIVE TO
RECLAIM AND TRANSFORM
THE APPROXIMATELY
30 ACRES ALONG THE
RIVER’S EDGE INTO A PARK
SETTING, CREATING THE
POTENTIAL FOR A FULLY
INTEGRATED URBAN PARK
NETWORK THAT LINKS
STAMPEDE PARK WITH
THE COMMUNITY.”**

In 2016, the former brownfield site along the Elbow River officially opened as ENMAX Park, a beautiful new inner city public park and gathering place. ENMAX Park provides an important and lasting urban connection between Stampede Park and our neighbouring communities, including East Village, Beltline, Ramsay and Inglewood, and it serves as the site of cultural events and community celebrations – from family picnics to community gatherings and concerts.

The above quotes are taken directly from the Stampede's 20-year Master Plan.

OUTCOMES

The following envisioned outcomes aim to reflect our desired end state through the achievement of the 2020-2025 Strategic Plan objectives.



ALIGNING WITH OUR COMMUNITY

Stampede Park is recognized as a major contributor to the economic diversification of southern Alberta. Calgary is transformed into a tier one convention city and first-class international destination for meetings and conventions through the ambassadors we activate, the advocates we engage, the relationships we build, and the partnerships we form.

CONNECTING THROUGH OUR BRAND

The Calgary Stampede is a broader experience for our community with both new and expanded urban and rural programming. The annual Stampede and our community celebrations year-round reflect our western culture and the cultural identity of Calgarians.

SUPPORTING YOUTH ACHIEVEMENT IN OUR COMMUNITY

Our youth programs are delivering best-practice immersive learning experiences, engaging our diverse communities, and building capacity through resource sharing and philanthropic investment.

BUILDING OUR VISION

The Stampede's 20-year Master Plan developments are completed and operating. Concurrent sequential and ancillary developments have coincided with the Master Plan developments, and Stampede Park has become broadly recognized as a world-class, year-round gathering place.

BUILDING OUR TEAM

Our community, our volunteers and our employees recognize the Stampede as an organization that delivers world-class, year-round experiences through strong engagement, inclusivity, trust and professionalism.



EXPANSION & DEVELOPMENT CONCEPT PLAN





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