



Calgary Stampede Foundation Community Report 2023





Calgary Stampede Foundation is honoured to acknowledge that we are gathered on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, and Piikani), Îyâxe Nakoda (Bears paw, Chiniki, and Wesley) and Tsuut'ina First Nations Peoples, and the Métis Nation of Alberta Region 3. These lands have always been a gathering place. The Calgary Stampede and Calgary Stampede Foundation are honoured to continue that tradition.



The Calgary Stampede Foundation supports youth of Alberta by providing dynamic programming to enhance their leadership skills, personal growth, citizenship, and education. Our vibrant and welcoming campus connects arts, heritage, and education for year-round visitors and learners.

Strong Youth. Stronger Community.

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Greetings from our Board Chair

On behalf of the Calgary Stampede Foundation Board and employees, thank you for your support over the last year. Throughout 2023, over 6,000 young people were positively impacted by Foundation programs and spaces, none of which would be possible without our incredible donors, volunteers, partners, and friends.

I am always inspired by the strength of the youth in our programs and our community, as they dedicate themselves to their own personal development, leadership skills, education, and creativity. Our education programs received outstanding feedback from participants, and our performance programs excelled both on and off the stage. With a dedicated team focused on youth safety, program excellence, and an inspiring campus, I am certain that the year ahead will be a great one.

The year ahead is full of excitement and promise, with many changes taking place around Stampede Park. Sam is nearing completion, and I am eager to take in all the new experiences this unique institution has to offer once it opens in the spring. It will offer locals and visitors alike a chance to place themselves at the heart of the Calgary Stampede, whether they visit in January or July, offering exciting and immersive learning opportunities for all.

Before we hit the ground running on what promises to be an exciting 2024, I invite you to look back at the last year and read about the Stampede Foundation's highlights and milestones, as well as the impact of your support.

Thank you for helping us develop strong youth for a stronger community.



Bill Gray
Board Chair
Calgary Stampede Foundation

2023 Highlights

World Autism Day at Stampede Campus



YYC World Autism Day celebrated its 10th anniversary at the Calgary Stampede Youth Campus, where community vendors, live entertainment, art activities took place on Enbridge Plaza to raise awareness and have fun. Thank you to all who attended and took part in this incredible show of community spirit!

Mayor's White Hat Award for Susan Arthurs



The Stampede Foundation's Manager of Youth Education Programs, Susan Arthurs, was the 2023 recipient of the Mayor's White Hat Award. Susan was nominated for working alongside the Calgary Stampede Historical Committee to develop, train, and run tours to welcome guests from around the world, hosting as the Stampede School teacher, and showing incredible hospitality to each Calgary Stampede Poster Competition participant. Susan has been instrumental in the development and growth of our education programs, and we're all incredibly proud of her for earning this award.

Stampede Time Success



This year 100 years of chuckwagon racing and pancake breakfasts were celebrated, at a record breaking Calgary Stampede! Opening day saw a record number of guests come to Stampede Park, with more than 300,000 spectators lining the streets of downtown Calgary to take in the Stampede Parade. It was a year of inspiring community spirit, incredible youth performances, and plenty of *Yahoo* to go around.

Stampede Showband 7th World Title



The Calgary Stampede Showband took first place at the 2023 World Association of Marching Show Bands (WAMSB) championship in West Virginia, the seventh such achievement for this incredible group of talented musicians and performers. This international competition brings together bands from across the globe, with the Showband winning for their field show performance, Sonic Playground. Congratulations!

A Year in Numbers



Donors in 2024

291



Hours of Rehearsal for
Performance Programs

1,620



Members of the
1912 Society

114



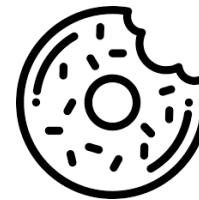
Classes in Education
Programs

71



Youth Program
Participants

8,200



Mini donuts consumed
by our team

Too many to count!



Looking Forward

As we start a new year, the Calgary Stampede Foundation begins a new chapter, with the highly anticipated Sam Centre opening its doors in 2024. This unique cultural institution will be a community hub, showcasing the stories and peoples of southern Alberta through highly participatory and immersive exhibits and experiences. Alongside these exhibits, dynamic programming will be offered, including the new Sam Centre Education program. Building on the Foundation's program successes and Youth Development Framework, Sam will deliver a brand-new program tailored around Sam's unique experiences. It will be built around three main themes – Stampede and Southern Alberta Stories, Elbow River Camp and Reconciliation, and Community Spirit. Programming will pilot in June, with around 400 classes estimated to take part in the first full year of programming, fulfilling the demand for more educational experiences, and doubling the number of students currently benefitting from Stampede Education programs.

In addition to Sam, the Stampede Campus will also see the opening of Rotary Learning Lab, a place for young and emerging leaders to learn, share, and innovate community-based education practice. This space is a true representation of community partnerships, with the Rotary Club of Calgary at Stampede Park, Centre for Newcomers, Calgary Arts Academy, and the Werklund School of Education, to name a few, coming together to develop a place where the next generation will become inspired and engaged citizens.

With the 2024 Calgary Stampede fast approaching, the winning artwork for the Calgary Stampede Poster will be a frequent sight throughout the city. 22-year-old Lloyd Templeton is the winning artist for this year, with his poster artwork titled *Wichispa Skadabi Odâginabi*, meaning "Celebrating the Calgary Stampede" in the language of the Stoney Nakoda. The poster captures community spirit and history of the Stampede Parade, as well as representing meaningful relationships with First Nations people of Treaty 7. We look forward to seeing it adorn walls and buildings throughout Calgary as we prepare for the Greatest Outdoor Show on Earth!



Inspiring Spaces

At the heart of the new Rivers District, our Campus continues to grow and provide world-class gathering places and performing arts venues for locals and visitors alike. With over 465,000 sq. ft. of inspiring spaces, Campus has been abuzz with activity throughout 2023.

Community is at the heart of what Campus is about, with a variety of sports, arts, and education groups using spaces throughout the year, from Fierce and Curvy Empire Dance School to StoryBook Theatre, and everything in between.

Large scale events included United Way's 2023 Kick Off, an event that took over Campus spaces for a campaign kick off like no other, with over 800 people in attendance. Campus also hosted guest marching bands during Stampede time, with around 1,000 young musicians taking part in rehearsals, performances, and social activities.

Campus, and specifically the TransAlta Performing Arts Studios, remains the year-round primary rehearsal space for the Calgary Stampede Showband and the Young Canadians School of Performing Arts, in addition to groups such as Calgary Fiddlers and the Band of Outriders.

Campus Users

9,000

Campus Events

80

External Community Groups

20



Sam Centre

As we start a new year, the Calgary Stampede Foundation begins a new chapter, with the highly anticipated Sam Centre. A hub for community connection, cultural education, and Stampede spirit, Sam Centre will bring stories of the Calgary Stampede to life, through highly participatory and immersive experiences, fueled by technology, compelling story-telling, and western hospitality. It will also deliver critically needed facilities to house the Stampede Collections and Archives in a new Collections Workshop, where members of the public will be able to access family records, photographs, and more, to deepen their connections to the past. Galleries will weave tales of community, culture, and history together, welcoming visitors into the heart of the Stampede.

Scown Gallery

Scown Gallery will immerse guests in stories and perspective spanning a century. Themed zones will take visitors on a learning journey, using artifacts, interactive activations, dynamic programming, and innovative technology. With exhibits on Stampede style, crafts and skills, volunteers, agriculture, and western events, visitors will come away with a deeper understanding of the Calgary Stampede and its role in our community.

Ross Glen Gallery

An open and welcoming space, Ross Glen Gallery will feature multiple rotating exhibits on an annual basis. Each experience invites visitors to explore Stampede stories in more depth, using artifacts, immersive art, a tactile maker space and co-creation with community partners wherever possible.

Stampede Sensations

This must-see attraction will be a brilliant cacophony of music, thumping hooves, powwow drums, and rising cheers. Technology will immerse visitors using a wide variety of multimedia formats, from film and visual effects to awesome sounds and recorded voices, using a collections of never heard before personal histories. Haptics will evoke movements and sensations of roaring hooves and prairie winds, giving visitors an immersive experience like no other.



Youth Education

The Calgary Stampede Foundation provides hands-on learning environments for students to broaden their education through the Stampede School program, OH Ranch Education, and many more.

By relocating classrooms to the inspiring OH Ranch in the foothills of southern Alberta, engaged students can explore the history, environment, and ecosystems of this incredible landscape. Overall experience ratings of the OH Ranch Education program are at an all-time high, with end of year surveys showing 100% high satisfaction. The dedicated education team continues to develop this program, experimenting with multiple classes in a day this year, to grow access to the program for more students than ever before.

It wouldn't be a day on Stampede Park without seeing Stampede School students out and about as they absorb every learning opportunity their new environment has to offer. With exploration around history, agriculture, Indigenous cultures, and western heritage, Stampede School provides hands-on learning that expands young minds and engages curiosities. With 557 students taking part in the 2022/23 academic year, Stampede School is helping shape the minds of the next generation. Guest experts including historians, sustainability experts, Stampede Royalty, Indigenous Elders, and many more, help students and teachers explore curriculum-based questions like 'how are we all connected?'

Stampede School
Students

557

OH Ranch Education
Students

1,113

Indigenous Youth
Program Participants

83

Poster Competition
Finalists

27



Youth Education

Stampede Foundation education programs extend beyond the classroom, and into the art studio, with the Youth Poster Competition. Each year, young artists from across Alberta compete for the opportunity to design the world-famous Calgary Stampede poster. Brooklyn Payne's artwork was officially selected as the 2023 Calgary Stampede Poster, depicting three Calgary Stampede Showriders in their uniforms upon their horses. Brooklyn's artwork captivated millions and shone a light on Stampede Foundation programs in the community. Brooklyn was awarded the \$10,000 Dustin Peers Memorial Scholarship, funded by the Brandon Flock Foundation, which will help advance their art education, in addition to the artistic skills developed through the program's masterclass workshops and mentorship sessions.

The Indigenous Youth Program held four sessions in 2023 with 83 youth taking part. Participants had the opportunity to connect with their heritage through fun and engaging activities, including paint chemistry, science behind the tipi, traditional stories through virtual reality, and a visit from IndigeSTEAM where the day's focus was on robots and technology. The program provides a safe place for Indigenous youth that is welcoming, inclusive, and brings connection to one's identity. It builds resilience, teaches life skills, and emphasizes the importance of cultures and traditions.

The program this year was even more exceptional than years past, if that's even possible! This program is a fabulous hands-on learning opportunity for students.

- Participating Teacher, OH Ranch Education



Performing Arts

Nothing says community spirit quite like a performance by the Calgary Stampede Showband, the Calgary Stampede Showriders, or the Young Canadians.

The Young Canadians School of Performing Arts exemplified performance excellence throughout their last season, with their Spring Show showcase Canadian Playlist taking the audience through the history of Canadian music one song at a time. With performances at the 2023 Mayor's Celebration of the Arts, the Optimist Festive Showcase, and their first-ever alumni performance during BMO Kid's Day, these talented young performers continue to inspire and spread cheer all year round. The program has seen a member retention rate of 89% this year, the highest in over 10 years, and we're sure that this year holds many more exceptional performances in the cards!

Young Canadians is the most welcoming group I have ever had the honour of being part of. Having that kind of support from my peers gives me the confidence to go after things and challenge myself outside of my comfort zone while still having fun. You never know what the future holds, and you never know what doors you close when you are too afraid to be bold.

- Senior Young Canadians Member



Performing Arts

The Calgary Stampede Showband has gone from strength to strength, including winning their 7th title at the World Association of Marching Show Bands World Championships in July. The Showband was also recognized by City Council, where Showband members shared a bit of Stampede spirit, dancing and performing in Council Chambers, before City Council proclaimed October 17th, 2023, as 'Calgary Stampede Showband Day!' We're getting ready for another ten days of exuberant Steps Show performances and more community spirit for the whole city, led by this wonderful ensemble.

It's not all singing and dancing for the Stampede Foundation's performing arts programs. Combining equine skill with performance flair, the Calgary Stampede Showriders wowed audiences in both Canada and across the border, with a jam-packed schedule of events last year. Following their incredible performances during Stampede time, the Showriders travelled to Wyoming for the Cheyenne Frontier Days, where the team rode in three Grand Parades and were recognized as 'Best Mounted Group' by the parade organizers. These skilled equestrians continue to grow their horsemanship with the help of Jamee Dewitt, Showriders Director, who was awarded the Above and Beyond Excellence Award from the Alberta Equestrian Federation in March.

Young Canadians
Members

112

Showband
Members

141

Showriders
Members

14



Agricultural Programming

In partnership with 4-H, the Calgary Stampede was proud to provide several programs for 4-H members, with the support of the Calgary Stampede Foundation donors.

4-H on Parade returned to Stampede Park in June, western Canada's largest gathering of 4-H members, providing youth with the opportunity to demonstrate a wide variety of skills and accomplishments. Calgary Region 4-H members gathered to compete and showcase their projects, with events and activities ranging from archery and cake decorating to showing cattle, sheep, canines, and horses. 4-H Rodeo followed in September at the Nutrien Western Event Centre, with youth taking part in clinics that focused on rodeo events, equine health, and safe animal handling skills, followed by an exhilarating rodeo competition. Participants ranged in age from nine to 20, participating in three age groups (Junior, Intermediate and Senior).

With laughs in the wash racks, and tears in the sale ring, we become a community over the course of three days. This is the best three days of the year that impacts us for a lifetime.

- 4-H on Parade Participant

4-H on Parade
Participants

440

4-H Rodeo
Participants

90

Participating
4-H Clubs

39



Thank You to our 2023 Donors

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The 1912 Society is a group of passionate donors contributing \$1,912 or more annually towards ensuring that the Calgary Stampede Foundation's programs and spaces remain exceptional, accessible, and sustainable.

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When you join the 1912 Society, you unite with a group of passionate donors who are an essential part of the Stampede family. Together, we can help young people achieve their goals by providing inspiring programs and spaces to create the next generation of super citizens.

For more information on the 1912 Society, please contact Ryan Hancock at rhancock@calgarystampede.com

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