

**Calgary Stampede - Staying Relevant
Gladstone, Destination Q, 2018**

Big Questions

- Relevance
- Renewal
- Regime Change

An Insider's Look

- Like EKKA, Mount Isa Rodeo and...
- Maturity
- Renewal
- Passing the Torch





Calgary Stampede People

- Volunteer Supported – NFP
 - Board – 28
 - Volunteers – 2300, 48 Committees
- Employees – 300 FT, 1200 PT, 3500 Seasonal

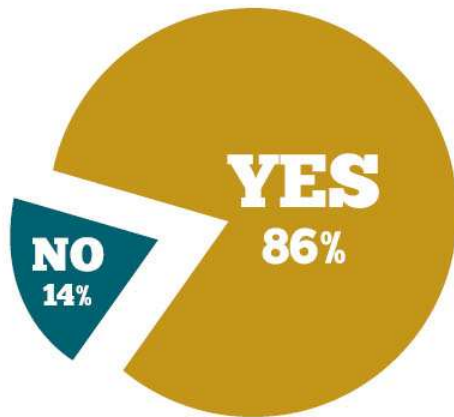


Calgary Stampede \$\$\$

- Annual Revenue - 140 Million
- Operating Income - 2 Million
- Annual Grants - 7 Million
- Assets - < 1 Billion
- Debt - 70 Million

FREQUENCY

Repeat Guest?



GENDER



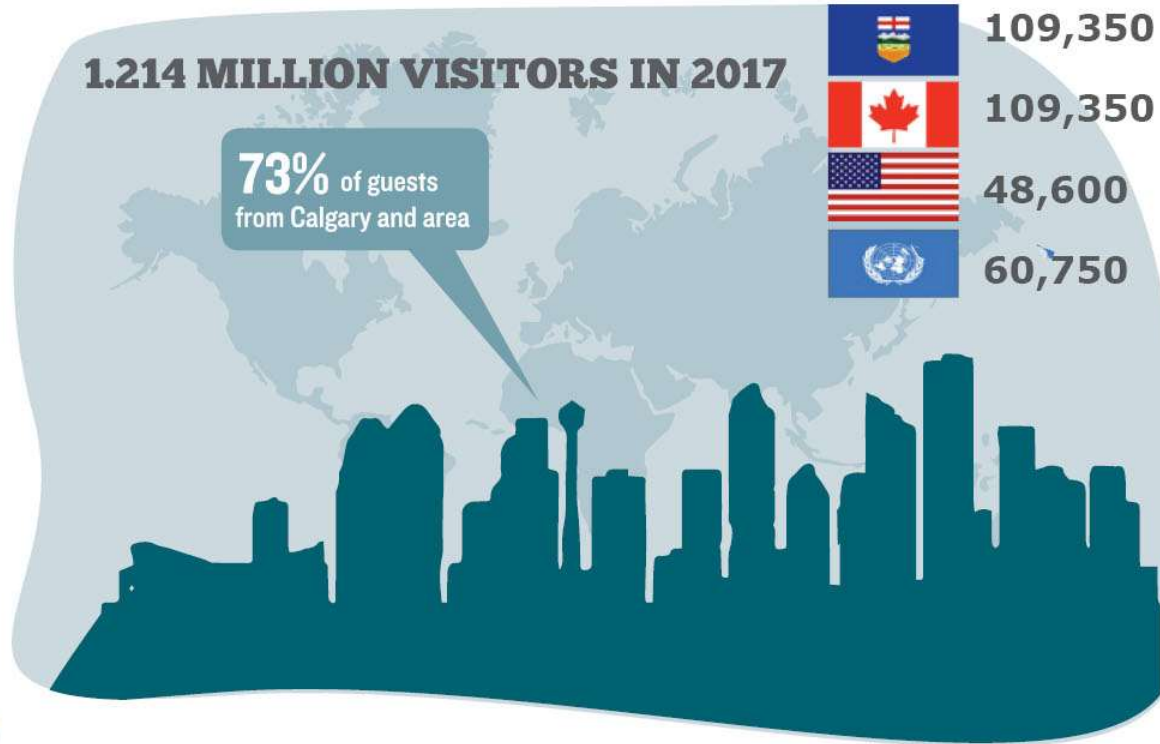
46%



54%

1.214 MILLION VISITORS IN 2017

73% of guests
from Calgary and area



AGE

























THE 18TH ANNUAL
ISMAILI MUSLIM
COMMUNITY BREAKFAST

IN PARTNERSHIP WITH



Boys & Girls Clubs
of Calgary

Celebrating 75 years!

BREAK THE FAST

WITH OUR SUNSET BREAKFAST

The Annual Ismaili Muslim Breakfast, and this year, at night! Come enjoy traditional Stampede breakfast food and celebrate the breaking of the fast (during the holy month of Ramadan) at the first sunset breakfast in the city. Celebrate the spirit of community while raising funds for vulnerable children and youth through Boys and Girls Clubs of Calgary.

YOU'RE INVITED SATURDAY, JULY 5, 2014

Starts at 8:30pm • Breakfast served at 9:52pm (sunset)

Please RSVP by June 30th:
CalgarySunsetBreakfast@gmail.com



THE CALGARY ISMAILI JAMATKHANA AND CENTRE - 1128 45 AVE N.E.
(SE corner of McKnight Blvd & Deerfoot Trail NE)









CALGARY FAIR, 1885.

#198

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"THE STAMPEDE"

A Carnival of Cowboy Sports Open to the World

Calgary, Alberta, Canada

SEPT. 2, 3, 4 and 5, 1912

THE LAST GREAT WEST

Greatest Frontier Days' Celebration Ever Attempted

\$20,000.00

In Cash Prizes

ALSO

Saddles : Chaps

**Bits : Spurs
and Boots**

Come on an' Get 'em

Expert Riders, Ropers, Cowboys, Cowgirls, Indians, Vaqueros,
Wild Horses, Wild Cattle, Stage Coach Races,
Red River Carts

SEE THE REMUDA

Positively the Greatest Aggregation of Expert Cowboy Talent
IN THE RANGE WORLD

REFERENCE: DOMINION BANK OF CALGARY

FINANCE COMMITTEE : George Lane, Chairman; Pat Burns, A. E. Cross, A. J. McLean
Guy Weadick, Manager :: E. L. Richardson, Treasurer

Write for Particulars at "Headquarters" 108 8th Ave., W., Calgary, Alta.

Name: *Jay Mills*
Street: *2212 E. 23rd St*
City: *Calgary*
Province: *Alta*
FROM
Frontier Days' Committee
108 8th Ave. West
CALGARY, ALTA.

C
Calgary Stampede

THE STAMPEDE

CANADIAN CHAMPIONSHIPS

JULY 9 TO 14 1923

CALGARY CANADA

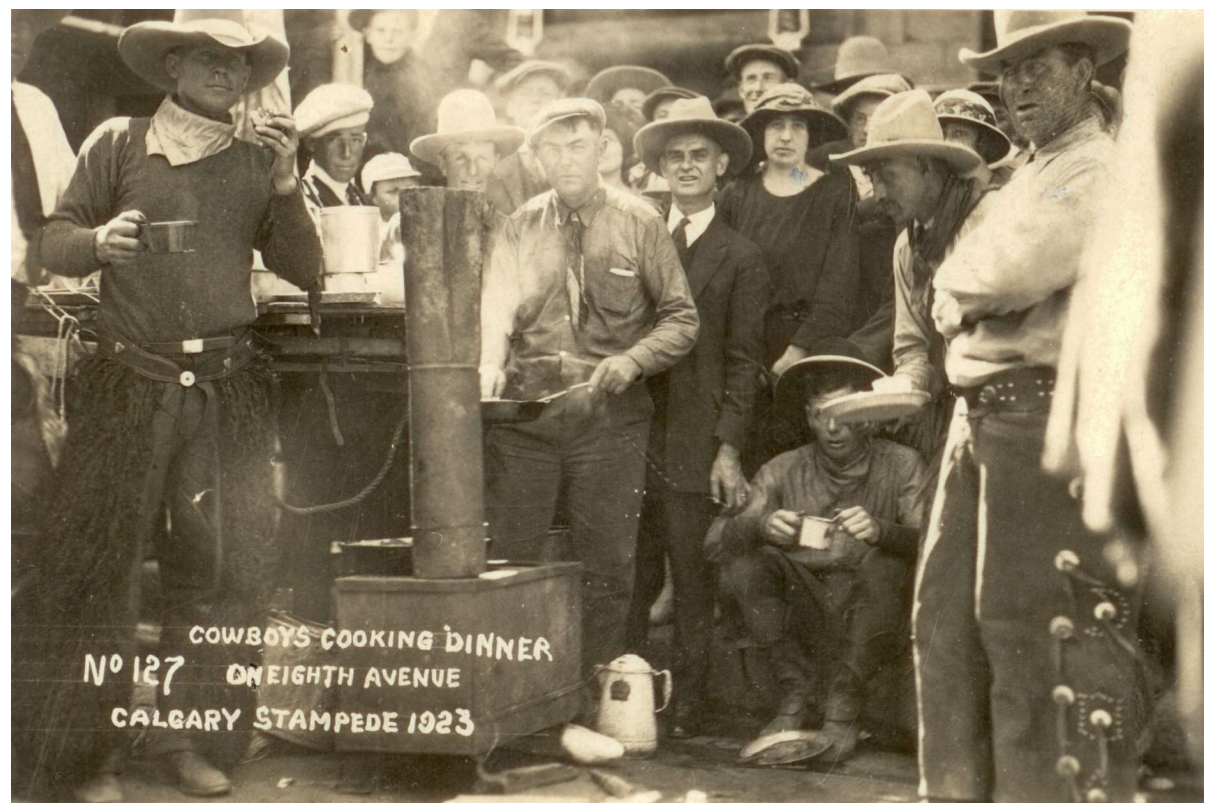
REDUCED PASSENGER RATES

CALGARY EXHIBITION
BUFFALO BARBECUE
HORSE & AUTO RACES

In Purses **\$50,000.00** and Prizes

P. BURNS, BUY HEADQUARTERS, CALGARY, ALBERTA. C. P. McQUEEN, CHAIRMAN, BUFFALO BARBECUE. JAMES SMART, CHAIRMAN, HORSE & AUTO RACES. E. J. DEWEY, E. L. RICHARDSON, CHAIRMAN, THE STAMPEDE. ADDRESS ALL LETTERS CARE EXHIBITION GROUNDS, CALGARY, CANADA.

MOTOR IN THE SCENIC HEART OF THE CANADIAN ROCKIES OVER THE BANFF-WINDERMERE HIGHWAY.



CS
Calgary Stampede

THE STAMPEDE

OFFICIAL CANADIAN CHAMPIONSHIPS

JULY 6 TO 11 1925

REDUCED PASSENGER RATES



"I-SEE-U"

EDWARD BOREIN

CALGARY EXHIBITION

AND

Royal North-West Mounted Police **JUBILEE** Celebrating the 50th Anniversary of their arrival at Calgary

Opening with a five-mile STAMPEDE PARADE and HISTORICAL PAGEANT And Closing Saturday Night with a GRAND BARBECUE

A GIGANTIC COMBINED UNDERTAKING INVOLVING AN EXPENDITURE OF \$200,000.00 TO SURPASS ANYTHING EVER ATTEMPTED

The West's Best Live Stock — Horse and Auto Races

Send for Exhibition Price List, Stampede Price List, Illustrated Stampede Folder, Maps, Last Auto Ticket

FRED JOHNSON, GUY WADSWORTH, E. L. RICHARDSON, and others

VISIT BANFF, CANADA'S BEAUTIFUL PLAYGROUND AND MOTOR OVER THE **BANFF-WINDERMERE HIGHWAY**

ONE HUNDRED MILES OF WONDERFUL SURPRISES IN THE CANADIAN ROCKIES

Here it is !!

As advertised in THE SATURDAY EVENING POST



"The Calgary Stampede"

WILL ROBERTS

ALBERTA'S 50th ANNIVERSARY

THE CALGARY STAMPEDE

HOOT GIBSON


UNIVERSAL JEWEL

Directed by CARL LAEMMLE

DIRECTED BY HERBERT BLACHE



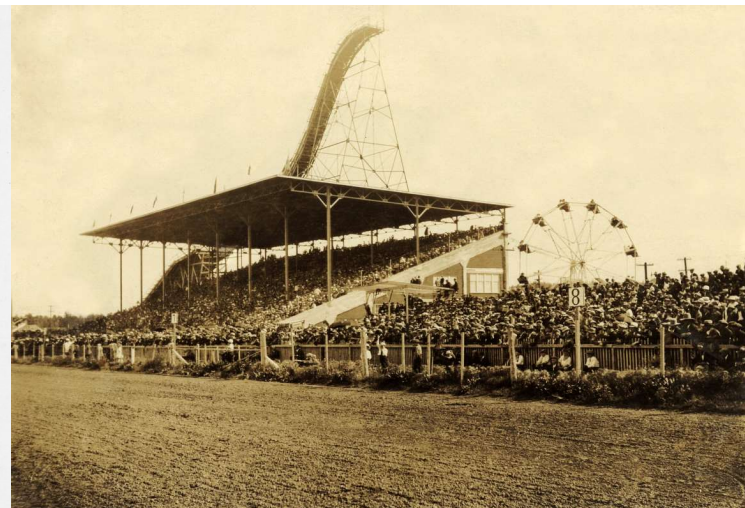
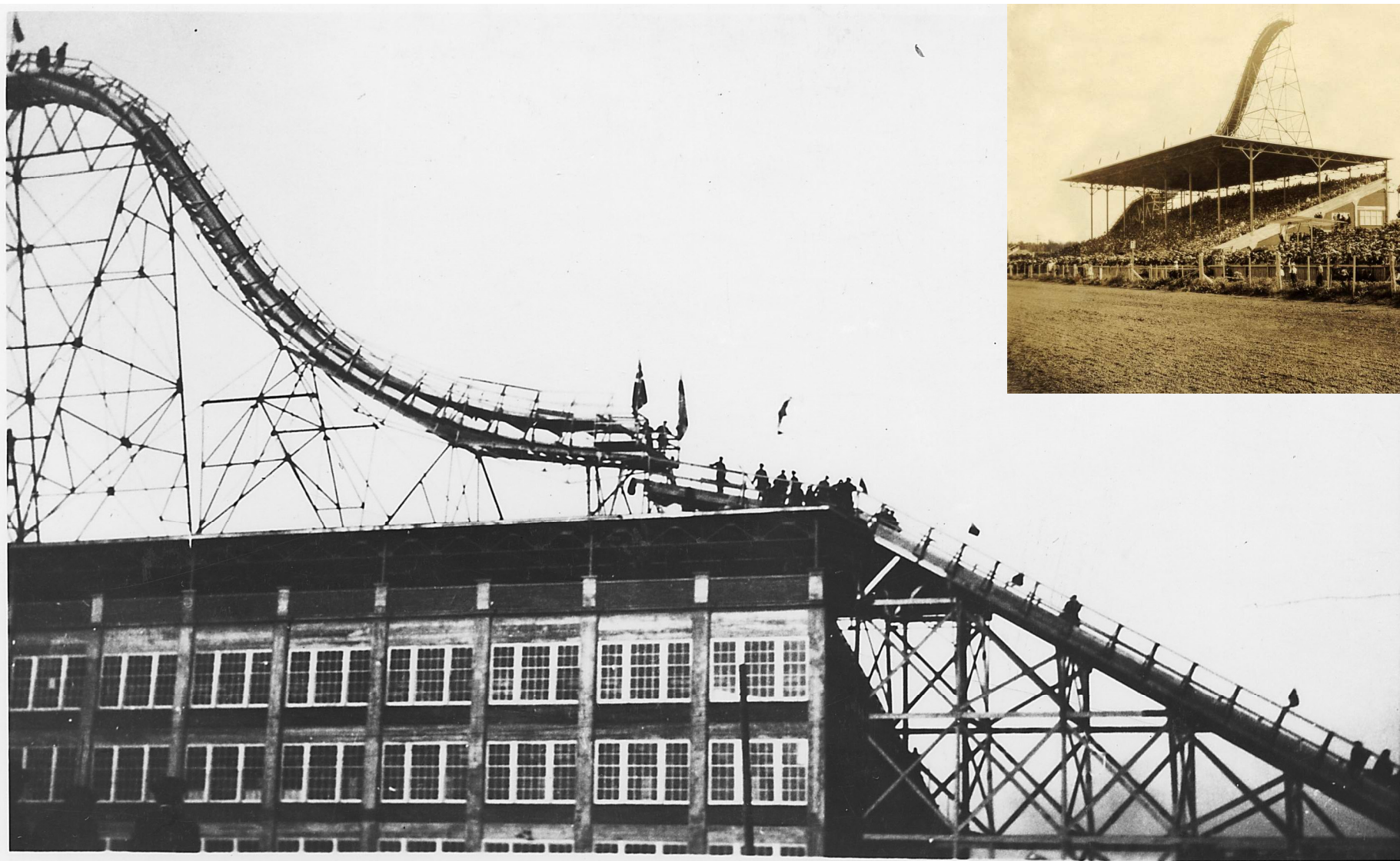
"JULY 6 TO 11 1925"



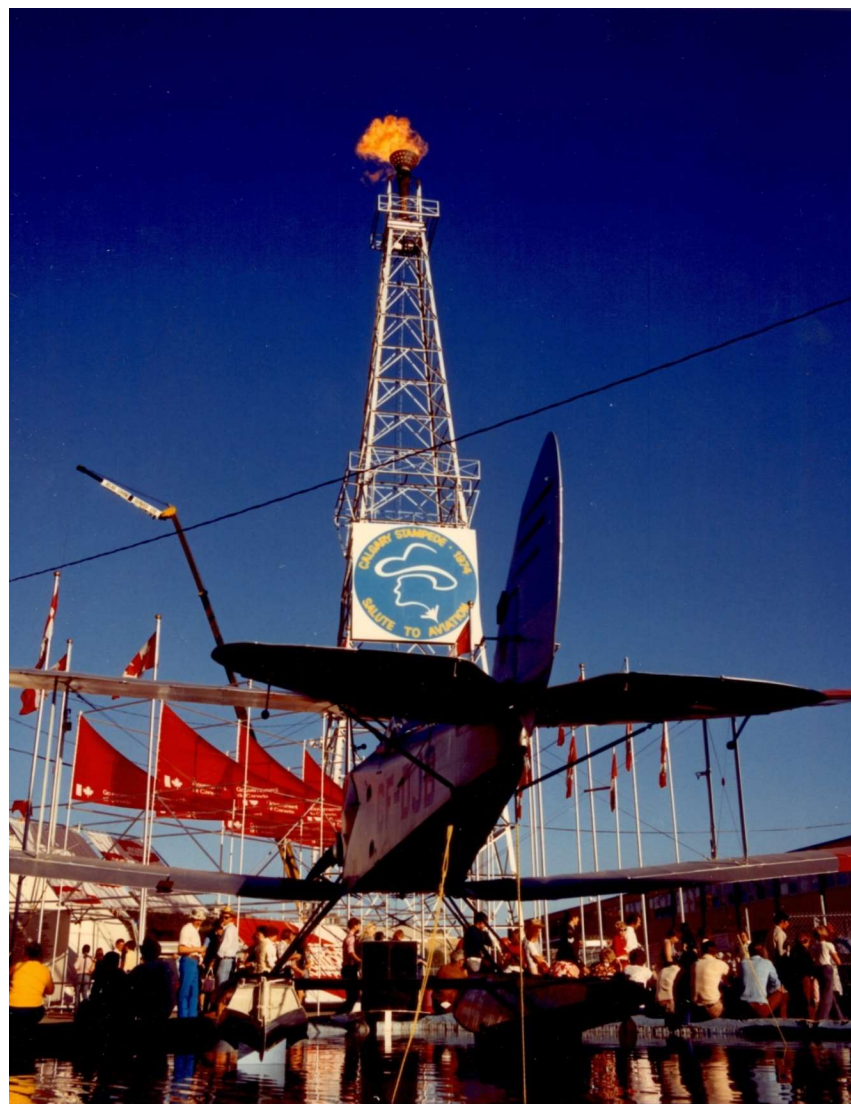
CALGARY ALBERTA, CANADA

EXHIBITION, JUBILEE AND STAMPEDE

THE WEST'S MOST THRILLING SPECTACLE

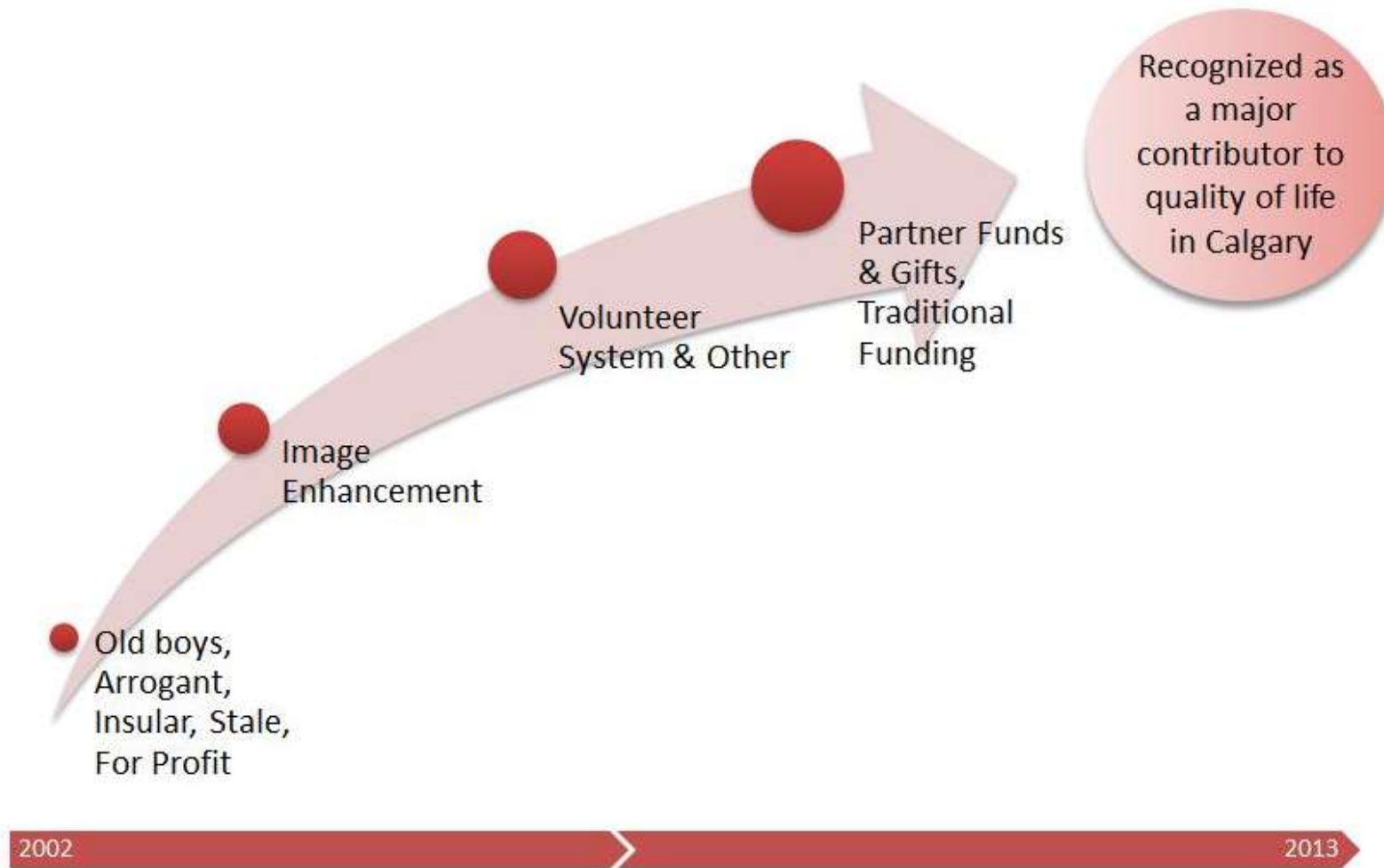


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Calgary Stampede





Vision and Plan



Stampede Purpose Pre-2004

The basic purpose of the Calgary Exhibition and Stampede is to preserve and enhance the agricultural and historical legacy of Alberta and to fulfill appropriate aspects of trade, agriculture, entertainment, sports, recreation and educational needs of Calgary and Southern Alberta in particular and when appropriate, those of Alberta and Western Canada.



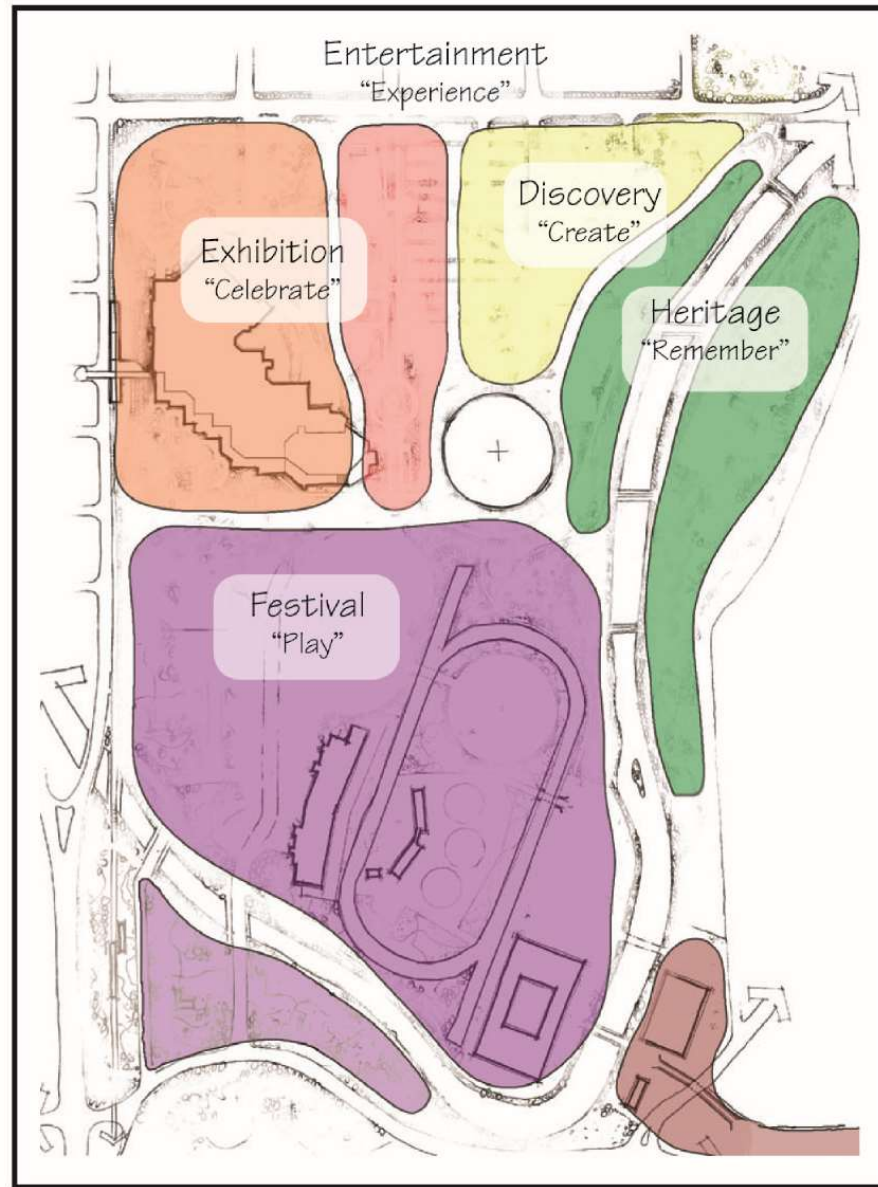
Renewal

- Purpose
 - To Preserve and Promote Western Heritage and Values
- Vision
 - To Be A World-Class Year-Round Gathering Place

Governance

- Board Restructuring
- Title and Responsibility Changes
- Volunteers – A Strategic Resource

Master Plan Zones





CS

Calgary Stampede







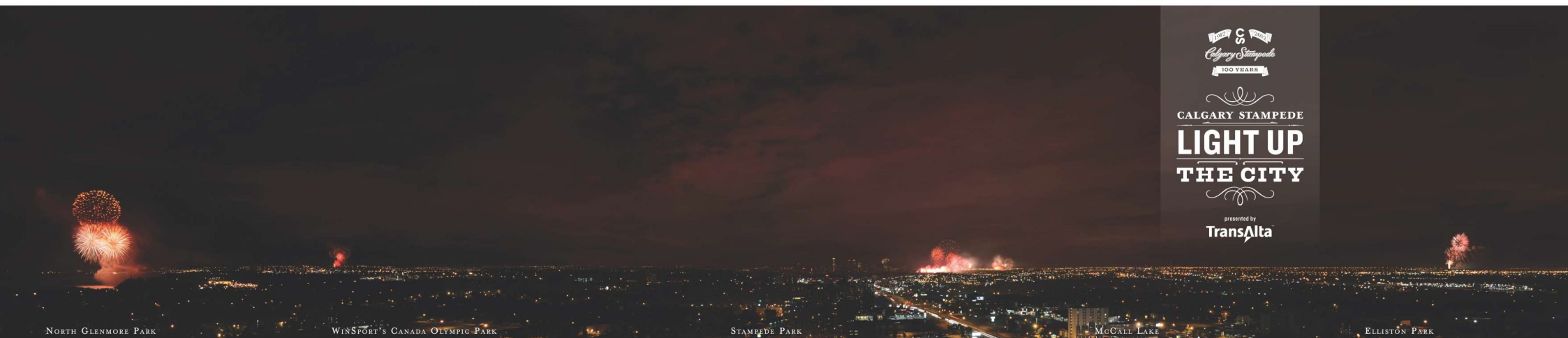


WE'RE TURNING 100
TOGETHER
WE'RE GREATEST
TOGETHER









NORTH GLENMORE PARK

WINSPORT'S CANADA OLYMPIC PARK

STAMPEDE PARK

MCCALL LAKE

ELLISTON PARK

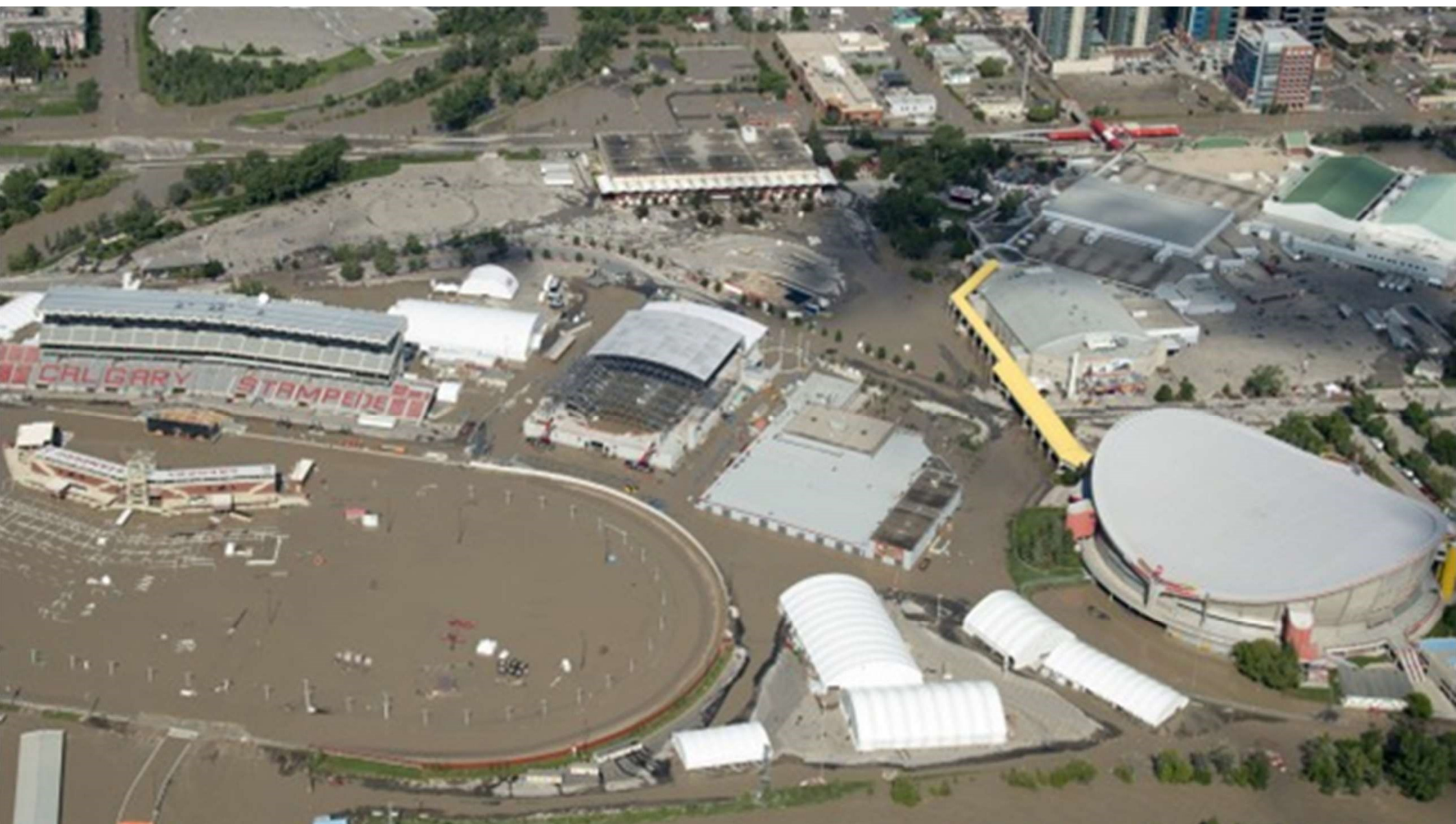

CALGARY STAMPEDE
**LIGHT UP
THE CITY**
presented by
TransAlta



THANKS FOR HELPING US CELEBRATE TOGETHER.









Stampede C's for Relevance

- **Care**
- **Clarity**
- **Commitment**
- **Competence**
- **Cooperation**
- **Collaboration**
- **Continuity**



Warren Connell
Chief Executive Officer



STAMPEDE PURPOSE AND VISION REDEFINED

PURPOSE

*To preserve and celebrate our western heritage,
cultures and community spirit.*

VISION

*To create a world-class, year-round gathering
place for the community.*