

AUGUST, 2004



Stampede Park

**Calgary Exhibition & Stampede
Expansion & Development**





EXECUTIVE SUMMARY

The Calgary Exhibition & Stampede

With roots dating back to 1886, the Calgary Exhibition & Stampede is a not-for-profit, volunteer-driven community organization dedicated to preserving and promoting Western Heritage and Values. We are known around the world for the annual Calgary Stampede, which remains one of Canada's most important tourism attractions. In addition, our year-round facilities and programs provide a critical focal point for agriculture, commerce, education and entertainment activities in southern Alberta. Overall, the annual 2.6 million visitors to Stampede Park spend an estimated \$345 million in Alberta and account for 16% of all visitor spending in Calgary. We host events that generate millions of dollars in uncalculated economic value during events such as trade and consumer shows and the major oil show we host every second year.

The profile of the Calgary Stampede on the global stage is a significant asset for Alberta and Canada. It has become a cultural icon and an international brand that generates significant economic and social value.

At another level, the Calgary Exhibition & Stampede continues to make a significant contribution to the city's well-recognized reputation for civic involvement; over the past century, our organization has fostered civic pride and served as training ground for tens of thousands of dedicated community volunteers. As well, the Stampede is not only a major employer, it is a highly desired employer—over the years, our organization has provided many young Calgarians with their first job. For the people of the city, the Calgary Exhibition & Stampede remains the touchstone organization for the Western Heritage and Values that make Calgary unique.

For nearly 120 years we have been a reflection of the community itself. We have grown with the city...and we have changed as the needs of the community have changed.

In July 1998, after seven years of community consultation, Calgary's City Council approved a Park Expansion proposal developed by the Stampede

in partnership with the Victoria Park Redevelopment Committee. Council agreed this expansion was necessary to revitalize the Victoria Park area and to encourage the Stampede's future growth as a community asset. The eight-block expansion area extends northward from 14th Avenue SE to 12th Avenue SE, between Macleod Trail and the Elbow River.

In 2001, the Stampede established a master plan that laid out some land use guidelines that would guide future development. At that time, we identified our priorities as enhancing the riverfront park space, further expanding the Roundup Centre and upgrading the Agriculture building.

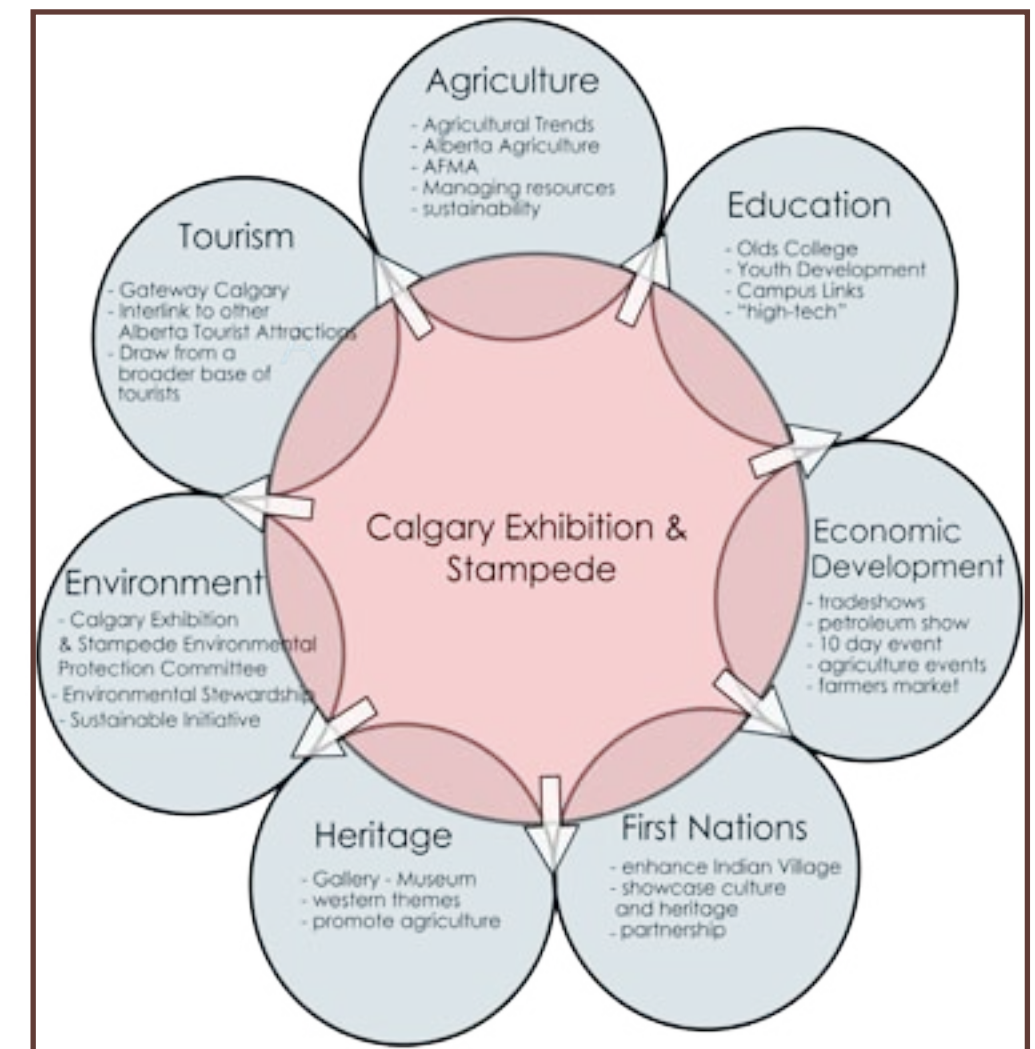
Over the past few years, we have spent more than \$1 million on riverbank and park beautification, incorporating property in the eight-block Victoria Park expansion zone as it has been purchased. We've worked cooperatively with residents and local community associations to successfully support relocation and neighbourhood improvements. We have conducted extensive community consultation that encouraged us to think in terms of the potential for the entire Stampede Park. We endeavored to determine what more we could do for our community.

As a result of our efforts, our long-term vision is not simply to expand Stampede Park, but to re-energize this historic location as a gathering place for the community.

- We will revitalize our traditional role in supporting the agriculture industry and linking rural and urban Alberta.
- We will create a year-round domestic and international destination that will attract business and leisure travelers to a unique western experience.
- We will transform these 193 acres into a multi-use community park, incorporating the beauty of the Elbow River on the east and south and linking in ways that make sense with our urban neighbours to the north and west.

Our long-term vision will create something truly unique: a gathering place for our community that enables us to celebrate our Western Heritage and Values year-round.

The Calgary Exhibition & Stampede Master Plan is focused on creating a broad range of experiences that appeal to local and other visitors, with strong thematic links to:





EXECUTIVE SUMMARY

Our Future

This final document represents an update to the original 2001 master plan to create a 20-year vision for park development. Our vision will unfold in several phases, transforming Stampede Park into a 193-acre multi-use community park, zoned with entertainment, educational, discovery, exhibition and agricultural facilities.

Among the highlights, some key components are seen as crucial to the early phases of Park development:

- **Agriculture/Education Initiative:** our current agriculture building was built in 1919, with additions built in the 1940s and 50s, and is at the end of its lifespan. Our objective is to build a state-of-the-art facility that will become a showcase for Alberta's agriculture industry. This new building will also include a total of 60,000 sq. ft. of classroom and youth program space to support Stampede's extensive youth programs and attract/deepen research and partnerships with educational institutions such as Olds College.
- **Elbow River Park and Greening Initiative:** We will 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 to Fort Calgary and the Calgary Zoo in the north and to other recreational green spaces south and southwest.

Other highlights include:

- **Roundup Centre expansion:** this will make Stampede Park one of the most significant and prestigious exhibition centres in Western Canada, attracting major international exhibitions and shows; we also anticipate building a resort hotel that will enhance our appeal to business and leisure travellers;
- **First Nations Village Relocation and Heritage Museum:** a place where we can remember, learn and celebrate Alberta's past, present and future;
- **Agricultural Discovery Centre:** a farming- and horticulture-based learning and discovery centre designed to appeal to Calgary's urban community and tourist industry through interactive displays, demonstrations, activities and multimedia presentations;
- **A Youth Centre:** This centre will offer modern facilities for both Stampede and other organizations to enhance and expand their youth performance arts programs in an accessible location (e.g. musical theatre, band, youth speech & debate);
- **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.

The Calgary Exhibition & Stampede Master Plan represents both our long-range vision for the physical expansion of Stampede Park and our commitment to the future of Calgary and the preservation of the unique heritage of southern Alberta.



This plan ensures our organization will continue to grow in step with changing social, economic and demographic realities—adapting so we can meet the evolving needs of the community. It will reinforce Stampede Park's place at the very heart of the city as a community gathering place 365 days a year.

Board of Directors
Calgary Exhibition & Stampede





PLANNING CONTEXT

Overview

The Master Plan's bold approach will transform Stampede Park from its current collection of independent, unrelated buildings into an orchestrated design of interrelated experiences with a unique identity and sense of place – a place distinctly complementary to the surrounding community.

Our vision is to create a destination that attracts Calgary residents, as well as domestic and international visitors, to the 10-day Stampede and year-round to take part in a wide range of agricultural, recreational, entertainment and sporting events and programs. This community space promises to draw people together throughout the year – quietly building our sense of community around a celebration of Alberta's unique Western Heritage and Values.

People will enter the main Park through inviting visitor entrances. Ample parking and pedestrian-friendly streets will encourage people to move about in well-lit, safe areas. Guests will be guided through Stampede Park by notable landmarks, directional portals, and a decorative perimeter that will define the Park's space, while enhancing safety and security. Our promise is to create a safe, reassuring atmosphere that will encourage repeat visits by community residents and tourists alike.

The Calgary Exhibition & Stampede is committed to operating in an environmentally responsible manner. This site will be developed cautiously with every effort made to reduce its environmental footprint during construction, as well as when the site is operational. This will be reflected in the design of the site, use of building materials, innovative operating practices and the ways guests are encouraged to use the Park's services. The organization will use best practices to meet or exceed the community's expectations of environmental stewardship.





PLANNING CONTEXT

Underlying Principles

Three key principles will guide the design of the Park expansion. First we will enhance the green space along the Elbow River to attract people to the often-underutilized perimeter of the Park and the beautiful river area.

A second principle will be to create common themes that section the Park into specified areas to help make the navigation of Stampede Park more intuitive. The currently unrelated facilities and attractions will be grouped under visibly distinguishable themes that break up the enlarged park space into more manageable sections. These themed areas will be helpful to year-round visitors, as well as those attending the many special events, festivals and the annual Stampede.

Stampede Park's prominent position and legacy are closely tied to the growth and development of Calgary. A third principle is the desire to enhance our neighbourhood by using a synergistic and cooperative approach to development that encourages neighbours to more fully utilize the Park's amenities. This will include an urban area on the north side that integrates into the city's plans for the core and beltline development. The south side will become a more rural feeling space with agricultural and open-air events, with an emphasis on Western Heritage.

With the city's planned linkages to the proposed Midtown and East Village developments, and convenient LRT and foot traffic access, the expanded Park will complement the redevelopment and natural growth pattern of the inner city for decades to come.





PLANNING CONTEXT

Design Approach

The process of creating and designing a themed visitor destination—a park filled with unique experiences and leisure activities—involves the use of story. By creating a visitor experience that is rich in themes and images, a trip to Stampede Park will become an interactive narrative of the history of Calgary and the agricultural legacy of Alberta.

Designing a unique environment involves working “from the inside out,” creating opportunities for hands-on activities and special performances within themed areas to create “worlds” of entertainment, excitement, education, and just plain fun. Our goal is to develop a place distinctly different from the surrounding urban city of Calgary. A place where families, tourists, and people of all ages, backgrounds and interests can gather together to share in a multitude of experiences, settings, and leisure activities. These visits create personal stories that build common experiences shared by a community. People will want to return often to enjoy, participate, or just hang out.

It is not often we have the opportunity to create such a place. With the Park’s superb location and proximity to a modern, growing downtown, its heritage of wonderful stories, coupled with a youthful population that embraces the core Western Values the Stampede brand represents, Stampede Park has the potential to become Calgary’s gathering place and a year round international destination.





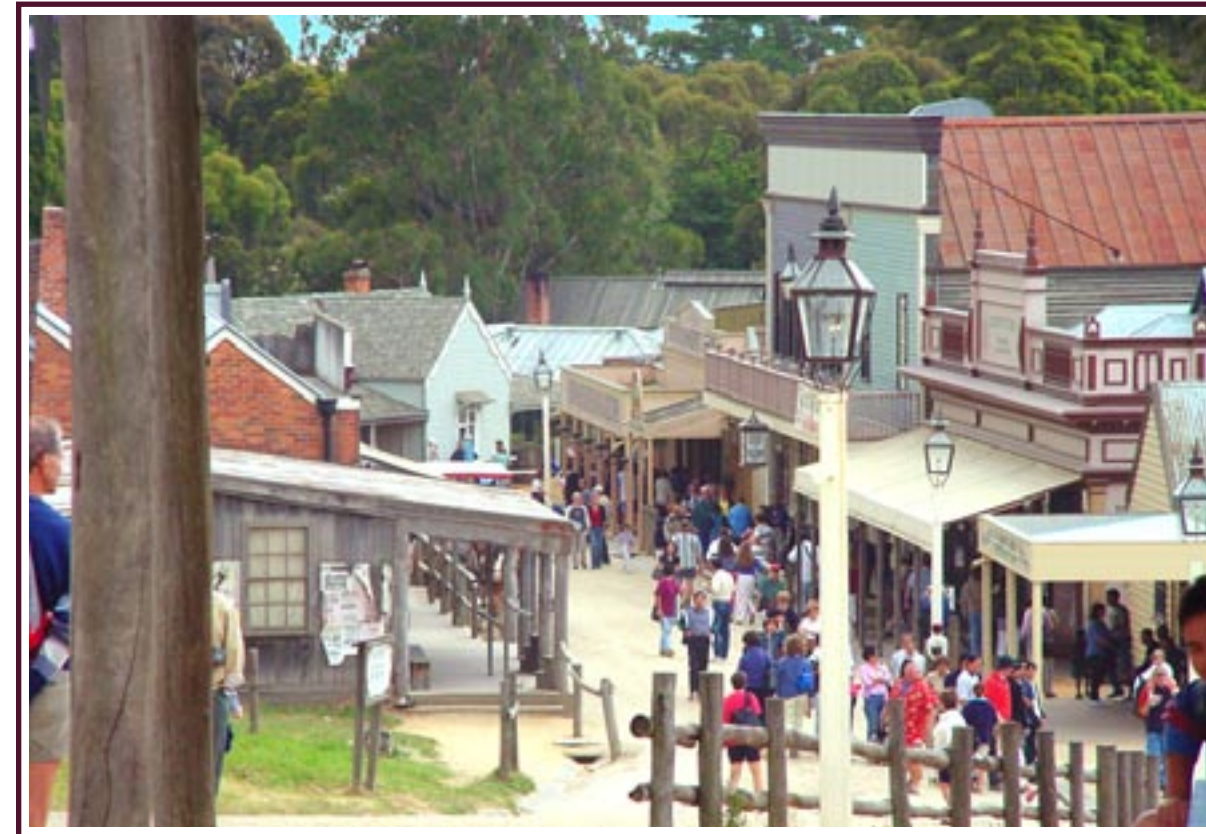
PLANNING CONTEXT

Telling Our Story

The use of stories is much more than the narration of a tale or a catalogue of events. Stories are a way to understand the world in which we live. It is a means to create order out of chaos, a way to relate to one another, to communicate, share experiences, and build memories. It is a powerful device that taps into our psyches and emotions.

The world's great historic cities have evolved through the creation of stories. It is a fundamental aspect of why we know Paris, London, or New York – even if we haven't been there. These cities have an identity as distinctive as a Disney theme park, or for that matter, the Calgary Stampede. Identity and consistency are established through character, structure, and theme. Stories are a major part of how these places fulfill our expectations, and why they are appealing and memorable. They help us understand these places and will be used to create similar appeal and recognition for Stampede Park.

The use of the story concept will be central to the Park's development. The Calgary Exhibition & Stampede's new site will, however, also allow people to create personal stories that reinforce the unique brand established by the annual festival known throughout the world: a brand that celebrates Western Heritage and Values. The goal will be to transfer the equity created by the 10-day Stampede into a year round experience by building on the uniqueness of our story - a story that reflects where the Calgary Exhibition & Stampede and our community have come from, what we represent today, and where we are going in the future. We are confident neighbours, friends and visitors will welcome this opportunity.





PLANNING CONTEXT

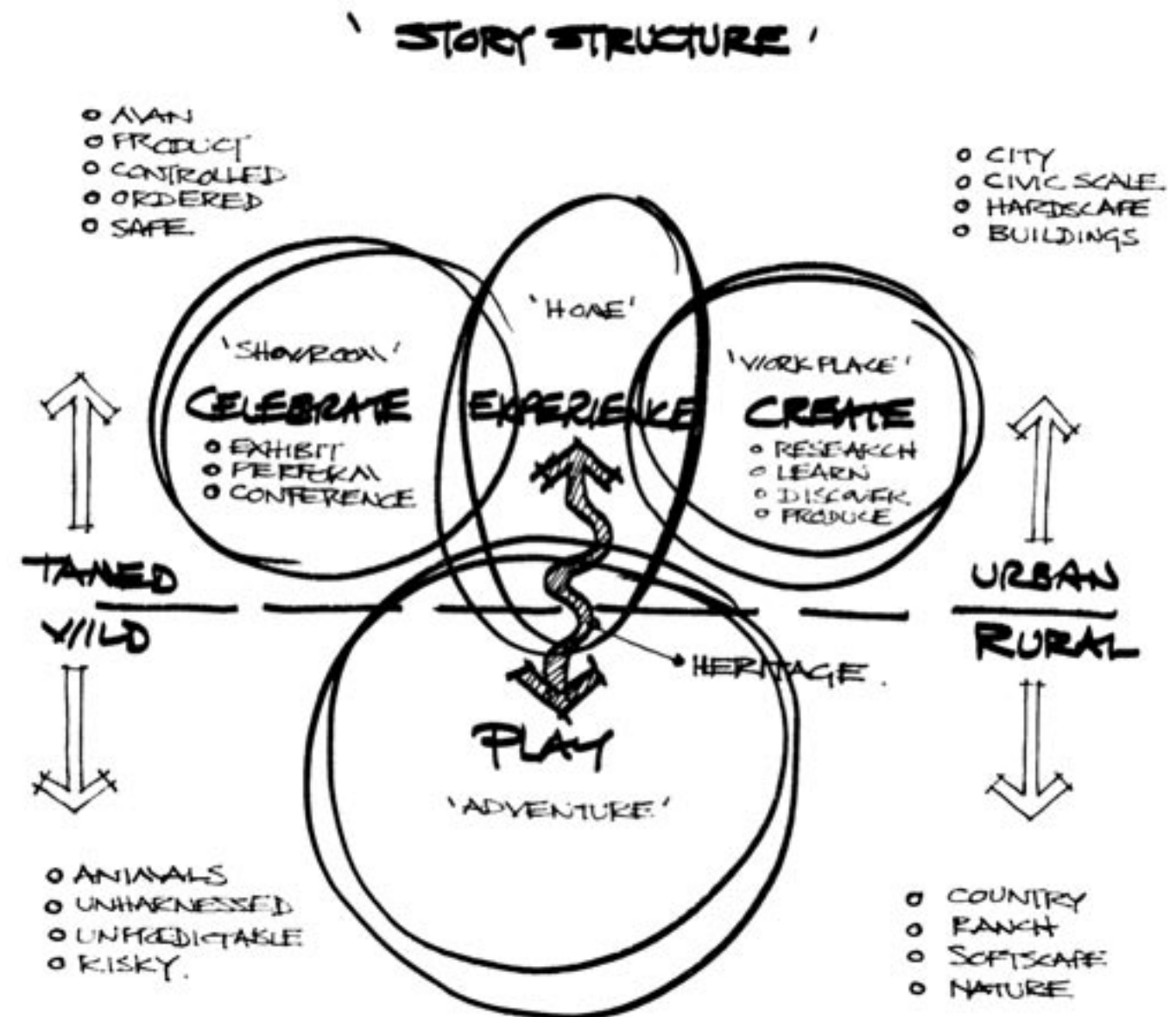
Story Structure

The new Stampede Park must have a story that reflects the organization it supports. It must be relevant, engaging, and consistent and will be told through the character and details of the physical environment: the architecture, landscaping, signage, and outdoor artwork, as well as through the content of the attractions and events.

The complex nature of the Stampede Park site will be themed around its Purpose: To Preserve and Promote Western Heritage and Values. For example, the Park will be divided with the northern section representing the organization's strong relationship to the city, integrated with the downtown plan. This half of the Park will reflect the themes of "Experience," "Celebrate" and "Create," expressing the human process of endeavor from discovery to utilization. These themes create stories and adventures within themselves to be experienced individually or together.

The southern half of the Park will be less defined and more open and reflective of the less structured rural landscape. It will have more natural, flexible spaces that allow for temporary events and shows. The two halves will be linked by the Purpose, which is the thread that binds Stampede Park together, creating a very unique and special place.

Although Stampede Park will integrate with and welcome the community, to create the unified story the Park must establish a clear and separate identity from everything around it. There will be clear boundaries, entry points and directional landmarks that establish a sense of containment with controlled sightlines that keep you in the story. All of which are ways to create a place that is an escape from the stresses and chaos of the everyday world; a place for leisure, recreation, and adventure.





PLANNING CONTEXT

Themed Activity Zones

There will be much for visitors to see and do at Stampede Park that uniquely celebrates our collective roots in agriculture and brings our history alive. A series of five themed Activity Zones will provide a mix of entertainment, exhibition and discovery opportunities that will turn Stampede Park into an unforgettable, year-round business, leisure, and recreational experience.

The programs and services our organization offers attract a broad family demographic: an audience of all ages that includes a significant number of domestic and international visitors. As a result, the language of the thematic architecture and landscape must be visually clear and easily interpreted. It must be more literal than abstract, even to the point of being stylized or exaggerated.

Each Activity Zone must have its own “language” and should be themed to support its activities and embody a single idea reflecting the purpose of the place, such as remembering, creating, celebrating, experiencing, or playing. Zones aid visitor orientation and help create unique memories. From north to south, as visitors move through the Zones, they will also move through time and space celebrating Calgary’s urban and rural history and future. The flow between Zones will accommodate and control large crowds ensuring visitors always feel safe and confident of their location.

