



FORT CALGARY 2010 ANNUAL REPORT

Connecting Yesterday To Tomorrow

Table of Contents

Chairman and CEO Report / Board of Directors	2
Business Plan - Year in Review	3 - 8
Donors / Gifts in Kind	9
Sources of Funding	10
Financial Statements	11-12



Fort Calgary's Brand

Fort Calgary is the symbolic heart and hub of the community. From its majestic and sweeping vantage point, Fort Calgary represents the actual genesis of the city that surrounds it today.

It is the authentic lens through which Calgary's history is interpreted and presented to frame the values, codes of conduct and distinctive character that spread into every facet of today's society, culture and commercial development.

For those who cherish the significance of authenticity and the relevance of roots, "The Fort" is the enduring opportunity to understand, touch and experience the birthplace of Calgary's character, spirit and deeply enshrined values.

"You are presenting excellent content; taking abstract ideas and helping students understand the past. I love bringing my students to Fort Calgary. It is so worthwhile!"

- Grade 3 Teacher -

Chairman and CEO Report

On behalf of Fort Calgary's Board of Directors and staff, it is our pleasure to submit the 2010 Annual Report and Financial Statements. Despite the economic challenges that we all faced in 2010, it was a very successful year and we are all very proud of our accomplishments.

Protecting and preserving Fort Calgary's historical integrity remains a priority and we have made significant progress in this regard. The Fort will play a central role in the Rivers District and we are optimistic about Fort Calgary's future in this changing, dynamic and exciting community.

We want to thank everyone for their on-going support, passion and enthusiasm. We are looking forward to working with you in 2011 as we work together to recreate this very important place in Calgary's history.

Yours truly,



Jack Marshall, Q.C.
Chairman
Fort Calgary
Preservation Society



Sara-Jane Gruetzner
President & CEO

*“Even better than I expected.
And I expect a lot!”
- Danish visitor -*

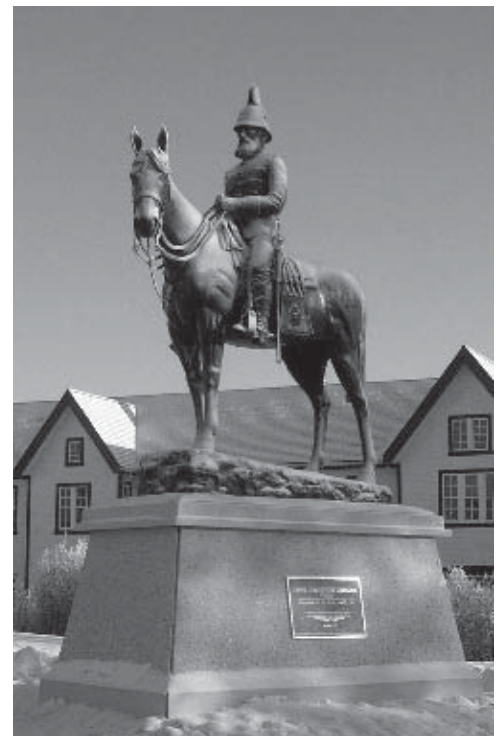
Board of Directors 2010

Executive Committee

Jack Marshall	Chairman
Wilf Gobert	Vice-Chairman
James Elliott	Treasurer
Cecilia Gossen	Secretary
Chuck Meagher	Past-Chairman

Directors

Grant Borbridge	Director
Vic Kroeger	Director
Alan Robertson	Director
Patrick Webb	Director



COLONEL MACLEOD STATUE

Business Plan - Year in Review 2010

Fort Calgary's Mission

To create a place where people and history intersect to rebuild Fort Calgary as the centre of Calgary.

The Fort Calgary Business Plan includes six goals that work together to accomplish Fort Calgary's mission. The 2010 Annual Report reports on our achievements relative to these six goals.

1 GOAL NUMBER ONE

To create a 'sense of place/home' for all Calgarians.

Fort Calgary is Calgary's birthplace. It is Calgary's only historic site with national, provincial and municipal heritage designation. Our goal is to raise Calgarian's awareness about Fort Calgary and to make them understand the significance of Fort Calgary in their community.

Ultimately, it is a place where Calgarians will come for all kinds of reasons: education, social, recreational and business. They will leave feeling that they understand, respect and belong to Calgary.

In 2010 Fort Calgary...

- Hosted Canada Day, a free family event for over 12,000, including a free pancake breakfast for 2,000 and all-day family activities.
- Partnered, for the first time, with the Cantos Music Foundation to showcase local musical talent, on Canada Day.
- Hosted Heritage Day in partnership with the Chinook Country Historical Society which included the 100th anniversary of the Patton family windmill and a lecture on "Art in Alberta in the 20th Century".
- Unveiled a carousel size carved horse, on Heritage Day, carved and donated by Dal Langenberger, RCMP Veteran – Calgary Division.
- Hosted Alberta Arts Day with Fort Calgary's permanent art collection on display.
- Attracted 62 local artisans to Fort Calgary's Annual Artisans Fair.
- Donated to 96 community and corporate fundraisers, i.e. passes, gift baskets, etc.
- Staged the horse form-up for the Stampede Parade.
- Coordinated an Old Forts Trail float in the Stampede Parade featuring Fort Calgary, Fort Benton, Fort Assiniboine, Fort Macleod, Fort Battleford, Fort Walsh and Wood Mountain Post.
- Offered free admission on Heritage Day to all visitors – 742 guests.
- Hosted Winter Carnival – a free family event with over 1,000 visitors.
- Presented school programs to 12,838 students an increase of 388 students over the previous year.
- 2,138 students (17%) participated in the school programs through Fort Calgary's Equal Access Program.
- 16 volunteers contributed 825 hours of volunteer service to the Education Program.
- Continued to operate the school program at capacity.
- Offered a new Junior High Program to an additional 330 students.
- Increased visibility in the community: 48% of the teachers indicated it was their first visit to Fort Calgary.



FORT CALGARY'S SCHOOL PROGRAM IN ACTION

Business Plan - Year in Review 2010 - continued

- Offered two education program days to home-school students.
- Distributed resource kits to 30 classrooms.
- Partnered with Enbridge Inc. to maintain and expand our excellent volunteer program.
- Welcomed 193 volunteers who contributed 5,324 volunteer hours.
- Celebrated our volunteers at our annual Volunteer Recognition Event.
- Offered the community a diverse and wide range of volunteer opportunities.
- Fostered volunteer partnerships with the RCMP Veterans, Youth Volunteer Corps, University of Calgary and Community Neurorehab Services.
- Maintained partnerships with Alberta Museums Association and Volunteer Calgary.
- Delivered a children's summer program to 313 students.
- Welcomed 23,788 visitors to the Interpretive Centre; 14,996 Calgarians, 3,370 tourists on bus tours.
- Hosted visitors from across Canada and 66 countries around the world.
- Shared our history with 317 Fort Calgary Preservation Society members.
- Welcomed numerous corporate and community sponsors and partners:

- ❖ Encana – School program and “Connecting Yesterday to Tomorrow” Capital Campaign
- ❖ Alberta Museums Association – Operating Assistance
- ❖ Enbridge Inc. – Volunteer Program
- ❖ Suncor Energy Foundation – Community Garden Program and Harvest Dinners
- ❖ PennWest Exploration – Operating Assistance and “Connecting Yesterday to Tomorrow” Capital Campaign
- ❖ Nexen - “Connecting Yesterday to Tomorrow” Capital Campaign
- ❖ Downtown Rotary – Stampede BBQs
- ❖ Chinook Country Historical Society – Heritage Day
- ❖ Calgary Horticultural Society – Garden Show and Community Garden Network
- ❖ Hosted three travelling exhibits:

In Focus: Photographing the Alberta and Montana frontier, 1870 - 1930
(A Glenbow Museum Photographic Essay)

Dora Helen Mackie: Memories of a Cattle Drive

UFA: 101 Years of Enriching Rural Life

- ❖ In association with Suncor Energy Foundation, hosted 2 community dinners for neighbouring shelter residents.
- ❖ Hosted Youth Central's Empty Bowls fundraiser.



RCMP SAFETY BEAR AND FORT CALGARY VOLUNTEER

2

GOAL NUMBER TWO

Fort Calgary will be a place that provides quiet, reflective, meaningful experiences in contrast to an increasingly rapid, complex, technological and fragmented world.

In 2010 Fort Calgary...

- Continued agreement negotiation process with The City of Calgary with a focus on preserving and protecting the past, present and future of Fort Calgary.
- Fulfilled our stewardship role and obligations.
- Hosted a Remembrance Day ceremony.
- Cultivated Fort Calgary's award winning Suncor Energy Foundation Heritage Garden Program.
- Produced and donated 2,200 lbs of vegetables to the Salvation Army Centre of Hope, the Alexandra Centre Spinz Around Food Hamper Program and the Awo Taan Healing Lodge Women's Shelter.
- Showcased the award winning Deane House garden.
- Enhanced the prairie garden.
- Continued implementation and promotion of the Fort Calgary Master Plan.
- Developed and delivered high-quality operation and maintenance standards.
- Expanded the children's library collection focusing on local and Alberta authors.
- Continued to offer family oriented programming.
- Over one million people travelled through Fort Calgary on the regional pathway.
- Over 400,000 people used Fort Calgary for a variety of informal activities, kite flying, sketching, pick-up sports etc.



THE DEANE HOUSE

“I just wanted to let you know that Fort Calgary and your staff exceeded our expectations. Everyone can't stop talking about how great the venue and food was yesterday. Thanks for helping to make our day, a great day.”

- Food & Beverage Client -

3

GOAL NUMBER THREE

To achieve cultural, financial and environmental balance while respecting Fort Calgary's values.

Fort Calgary's biggest challenge is to achieve financial stability while maintaining the mandate to interpret Fort Calgary's history. The mandate to generate revenue is not at the expense of fulfilling our mission.

In 2010 Fort Calgary...

- Maintained the Fort Calgary business model which integrates all aspects of Fort Calgary's mandate and is focused on achieving financial sustainability.
- Secured federal and provincial grants to host Canada Day.
- Continued the **"Connecting Yesterday to Tomorrow"** capital campaign.
- Continued fundraising for Fort Calgary's **"Connecting Yesterday to Tomorrow"** capital campaign.
- Promoted integrated visitor experiences, lunches and bus tours, dinners and interpretive tours.
- Continued a volunteer woodworking program to craft gift shop items.
- Collected 100% of our Accounts Receivable.
- Continued to foster community partnerships – See Goal One.

"The tour was fascinating in both its historical scope and the individual attention to my questions. I felt as welcome here as I have any place in the world. I know that some of this was just the natural friendliness of Calgarians."
- American Tourist -



FORT CALGARY'S COMMUNITY GARDEN VOLUNTEER

4

GOAL NUMBER FOUR

To highlight the Past (1875 - 1914), Present, and Future of Calgary.

Fort Calgary's mandate prior to the 2004 - 2006 Business Plan focused on the history of the North-West Mounted Police and the early history of Calgary. Fort Calgary's mission now includes the present and future of Calgary. Fort Calgary will continue to develop a deeper understanding of Calgary's history but will also look at current and future issues that impact Calgary.

In 2010 Fort Calgary...

- Offered ten education programs.
- Researched the evolution of the national, provincial and municipal designations on the site.
- Refined and implemented the Fort Calgary brand.
- Worked with numerous clients who use Fort Calgary to discuss current and future issues related to Calgary.
- Participated in Calgary Teachers' Convention.
- Worked with Calgary Municipal Land Corporation to develop a plan for the 9th Avenue S.E. and 6th Street S.E. edges.
- Hosted Richard Baker, the Governor of the Hudson's Bay Company.



GOVERNOR OF THE HUDSON'S BAY COMPANY
IN FRONT OF THE HUNT HOUSE

*"I will return to the Fort on my next visit and
hope to bring my family the next time."
- American Tourist -*

5

GOAL NUMBER FIVE

To play a role in the promotion of Fort Calgary as a player in the discussion and debate on current issues.

Fort Calgary currently hosts many meetings, seminars and presentations on topics that impact Calgary. By the end of 2007, Fort Calgary had hoped to proactively develop programs that addressed Calgary's future. In 2011, Fort Calgary will finalize its commitment to be involved proactively in these matters.

In 2010 Fort Calgary...

- Facilitated numerous public, private and non-profit sector functions focused on shaping the present and future of Calgary.
- Evaluation and fostered Fort Calgary's ongoing and proactive role in the discussion of Calgary.

6

GOAL NUMBER SIX

To show leadership while managing Fort Calgary's changing roles, responsibilities and challenges.

Public institutions, as reflections of cultures and communities, are constantly changing. Understanding and reflecting the needs of the community will help us to achieve our goals. Fort Calgary must be relevant to Calgarians in order to achieve sustainability. To remain relevant requires constant change in response to changing community and tourism demands, needs, and preferences.

In 2010 Fort Calgary...

- Actively participated in the Old Forts Trail (OFT) partnership.
- Created a OFT marketing plan and secured tourism funding to implement the plan.
- Actively participated in Society of Educational Resource Groups (SERG). Fort Calgary employee is the Professional Development Chair.
- Maintained active membership of two SAIT Advisory Boards. Hotel & Restaurant Management and Culinary Arts.
- Maintained active membership in the Calgary Stampede promotion consortium.
- Actively participated in the Stampede Parade Committee.
- Participated collaboratively with Calgary's other civic partners.
- Maintained a partnership with Calgary Attractions to promote Fort Calgary in conjunction with the other city attractions: Calgary Zoo, Glenbow Museum, Heritage Park, Lougheed House, the Military Museums, Calgary Stampede, etc.
- Invested in our dedicated, enthusiastic and committed employees.
- Invested in our dedicated, enthusiastic and committed volunteers.
- Produced positive financial results.
- Built on our year-round reputation as a tourism destination.
- Actively participated in the Young Canada Works in Heritage Organizations Peer Review Committee.
- Attended the University of Calgary Chacmool (Archaeology) Conference.
- Participated in the Canadian Museums Association and Alberta Museums Association Conference and seminars.
- Participated in the Waste-Free Lunch reduction program in co-operation with SERG, Clean Calgary, Glenbow Museum, and TELUS World of Science. 60% of our classes participated in the waste reduction program during lunch hour.
- Initiated planning for a "Doors Open" program in Calgary, in association with The City of Calgary, Lougheed House and the Calgary Heritage Initiative.

"C'était super"
- Quebec visitor -



RCMP VETERANS / FORT CALGARY VOLUNTEERS

Donors - 2010 Operating Fund

DONORS TO FORT CALGARY PRESERVATION SOCIETY

2010 SOCIETY GIFTS

PLATINUM DONORS - \$100,000 and over

The City of Calgary
Province of Alberta

GOLD DONORS - \$25,000 to \$99,999

Encana Corporation
Enbridge Inc.
Suncor Energy Foundation
Government of Canada

BRONZE DONORS - \$5,000 to \$14,999

Penn West Exploration

DONATIONS - \$1,000 TO \$4,999

Clarence Patton Family



FORT CALGARY - CONNECTING YESTERDAY TO TOMORROW

Donors - Capital Campaign Fund

CONNECTING YESTERDAY TO TOMORROW

ALL CAMPAIGN GIFTS TO DEC. 31, 2010

PLATINUM DONORS - \$100,000 and over

Encana Corporation
Nexen Inc.
Penn West Exploration
Province of Alberta, Major Community
Facilities Program
The City of Calgary

GOLD DONORS - \$25,000 to \$99,999

David & Leslie Bissett Fund through
The Calgary Foundation
Enbridge Inc.
Wilf & Marg Gobert
Jack & Carol Marshall
Chuck Meagher

SILVER DONORS - \$15,000 to \$24,999

Ruth Barker

BRONZE DONORS - \$5,000 to \$14,999

FirstEnergy Capital Corp.
Sara-Jane Gruetzner
Roy & Erma Wilson

DONATIONS - \$1,000 TO \$4,999

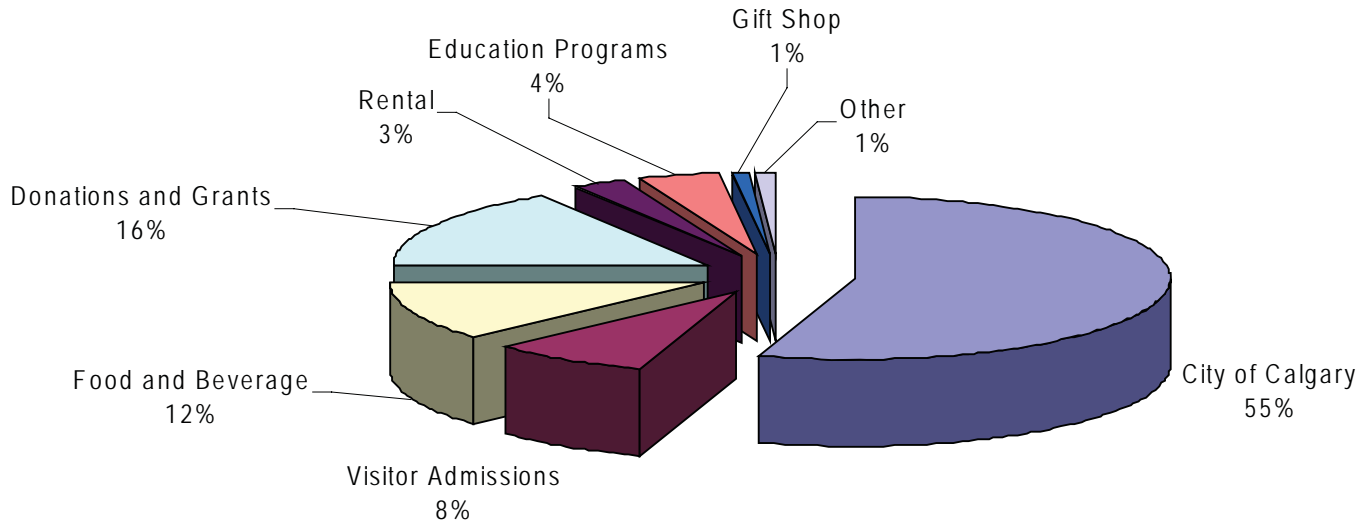
John E. Collins
Louise Crane
James Elliott
Marvel Miller Evelyn
Randall & Cecilia Gossen
Victor Kroeger
Toby Lawrence (in recognition of Roma
Macleod Lawrence)
James T. (Terry) & Gayle McCoy
Probus Club of Calgary
Susie Sparks
Joanne Steinmann
Wellington West Capital
Running Room Canada Inc.

*"I learned that they are called Mounted Police, (and not Mountain police),
because they mount horses"*

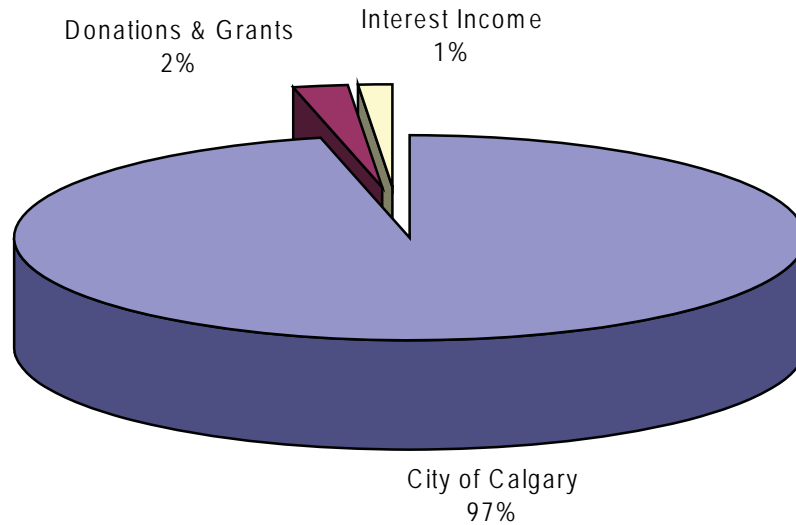
- Grade 2 student -

Sources of Funding

Operating Revenue received in the year ended 2010 (Total revenue of \$1,664,529.00)



Capital Revenue received in the year ended 2010 (Total revenue of \$109,849.00)



The Fort Calgary Preservation Society

Statement of Financial Position

Year ended December 31, 2010 with comparative figures for 2009

	General Fund	Capital Fund	Endowment Fund	CYTT * Fund	Total 2010	Total 2009
Current Assets:						
Cash	\$ 308,264	\$ -	\$ -	\$ -	\$ 308,264	\$ 278,123
Restricted Cash	119,782	146,582	-	253,612	519,976	359,807
Accounts Receivable	148,395	1,891	-	-	150,286	144,522
Inventory	47,825	-	-	-	47,825	52,353
	624,266	148,473	-	253,612	1,026,351	834,805
Restricted Marketable Investments (recorded at market value)	-	-	274,221	4,647,231	4,921,452	4,643,712
Equipment	37,240	91,354	-	-	128,594	129,962
	\$ 661,506	\$ 239,827	\$ 274,221	\$ 4,900,843	\$ 6,076,397	\$ 5,608,479
Current Liabilities:						
Accounts Payable	\$ 238,704	\$ 7,242	\$ -	\$ -	\$ 245,946	\$ 235,277
Deferred Revenue	61,476	-	-	-	61,476	51,356
	300,180	7,242	-	-	307,422	286,633
Fund Balances:						
Invested in Capital Assets	37,240	91,354	-	-	128,594	129,962
Externally Restricted	-	97,668	274,221	4,900,843	5,272,732	4,887,856
Internally Restricted	119,782	43,563	-	-	163,345	110,664
Unrestricted	204,304	-	-	-	204,304	193,364
	361,326	232,585	274,221	4,900,843	5,768,975	5,321,846
	\$ 661,506	\$ 239,827	\$ 274,221	\$ 4,900,843	\$ 6,076,397	\$ 5,608,479

* CYTT = Connecting Yesterday to Tomorrow Capital Campaign

The Society's audited financial statements are available upon request. Please call 403-290-1875 or visit www.fortcalgary.com.

The Fort Calgary Preservation Society

Statement of Operations and Fund Balances

Year ended December 31, 2010 with comparative figures for 2009

	General Fund	Capital Fund	Endowment Fund	CYTT * Fund	Total 2010	Total 2009
Revenue:						
City of Calgary Grant	\$ 917,480	\$ 105,750			\$ 1,023,230	\$ 1,030,221
Food and Beverage (net)	197,521				197,521	215,587
Donations and Grants	272,627	2,700	\$ 520	\$ 288,597	564,444	374,667
Visitor Admissions	131,059				131,059	141,049
Rental	56,850				56,850	52,603
Education Programs	61,829				61,829	54,073
Gift Shop (net)	19,762				19,762	21,852
Interest Income		1,399	5,612	86,107	93,118	60,365
Gain on Sale of Held for Marketable Investments			315		315	-
Unrealized Gain on Marketable Investments			11,598	69,830	81,428	50,127
Other	7,401				7,401	8,123
	\$ 1,664,529	\$ 109,849	\$ 18,045	\$ 444,534	\$ 2,236,957	\$ 2,008,667
Expenses:						
Capital Development		\$ 122,697			\$ 122,697	\$ 165,689
Fundraising Administration				\$ 17,000	17,000	43,467
Equal Access			\$ 20,000		20,000	10,000
Salaries and Benefits	\$ 813,754				813,754	790,716
Administration	546,964				546,964	491,525
Utilities	151,382				151,382	163,343
Communications and Marketing	65,954				65,954	76,156
Amortization	9,310	18,511			27,821	31,617
Interest & Bank Charges					-	-
Volunteer Operations	12,471				12,471	12,490
Education & Other	11,785				11,785	7,961
Loss on Sale of Marketable Investments					-	1,843
Unrealized Loss (Gain) on Marketable Investments					-	-
	\$ 1,611,620	\$ 141,208	\$ 20,000	\$ 17,000	\$ 1,789,828	\$ 1,794,807
Excess (Deficiency) of Revenue over Expense	\$ 52,909	\$ (31,359)	\$ (1,955)	\$ 427,534	\$ 447,129	\$ 213,860
Fund Balances, beginning of year	308,417	263,944	276,176	4,473,309	5,321,846	5,107,986
Fund Balances, end of year	\$ 361,326	\$ 232,585	\$ 274,221	\$ 4,900,843	\$ 5,768,975	\$ 5,321,846

* CYTT = Connecting Yesterday to Tomorrow Capital Campaign

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