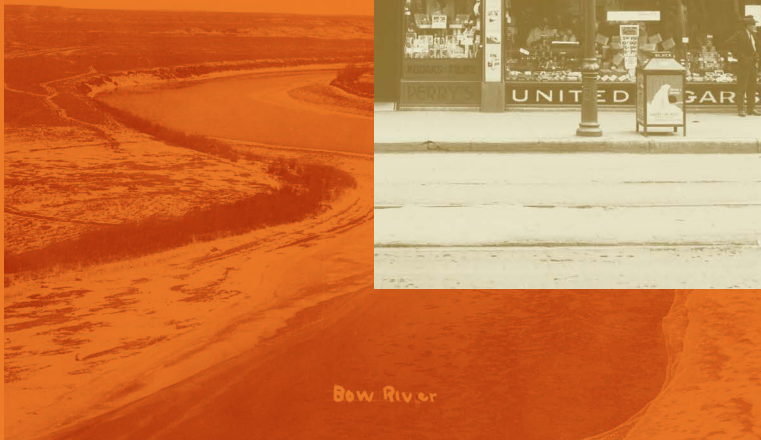
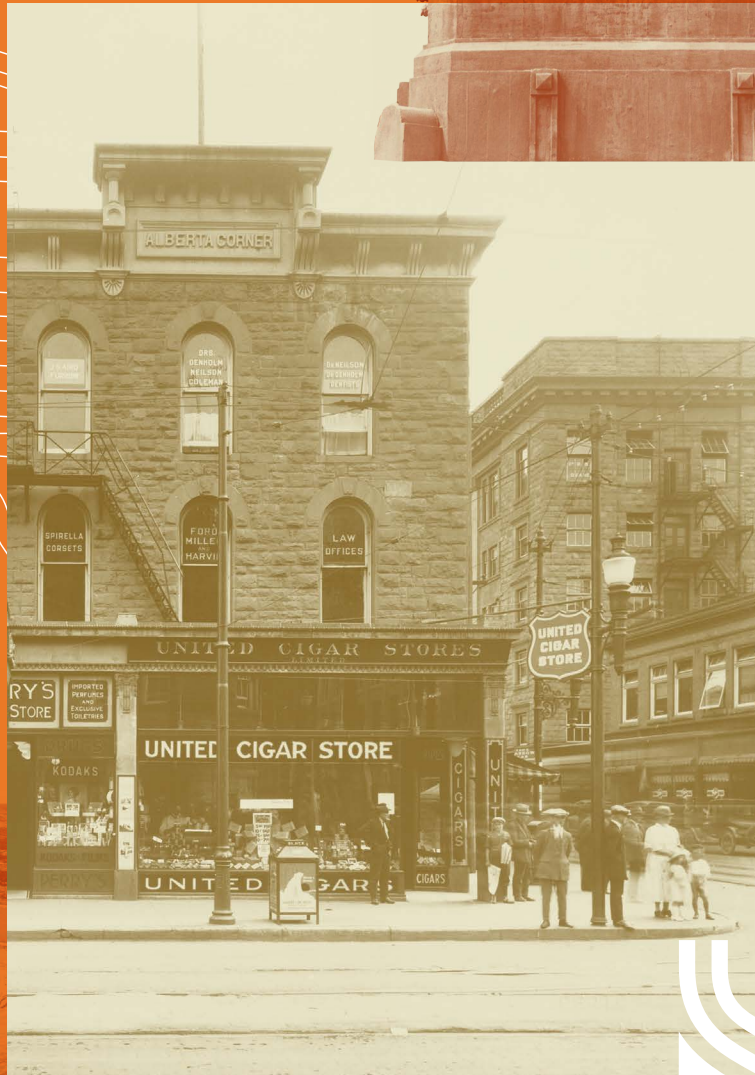
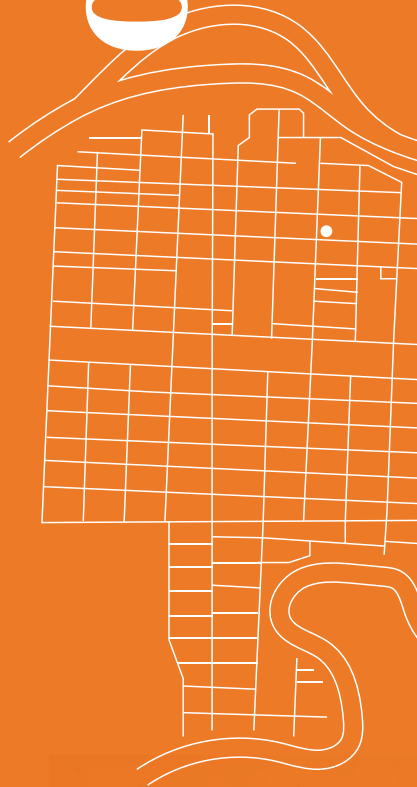


2020

ANNUAL REPORT



Bow River



A message from the Executive Director and Chair

The past year brought unforeseen challenges to Heritage Calgary. The COVID-19 pandemic tested us as individuals and as communities, and despite these struggles we were encouraged to find new, unexpected opportunities to connect Calgarians to our shared heritage.

To protect our staff, volunteers, and community, we made the decision to cancel all in-person events and walking tours. We created a set of brand new self-guided digital walking tours for the neighborhoods of Cliff Bungalow-Mission, the Warehouse District, Inglewood, and Chinatown. These tours were immensely popular and met an emerging need in our community – to get outside and explore.

We also partnered with CBC Calgary in the fall to create weekly walking tours with Jenny Howe on the Homestretch. These tours featured heritage buildings in the Beltline, Inglewood and Downtown West. As the pandemic progressed, we resolved to provide unique and interesting social media content for everyone cooped up inside spending most of their days online. We sought to use our social media for storytelling, engagement, and information-sharing. In a single year we doubled our Facebook following, launched an Instagram account, and grew our reach on Twitter.

In 2020, Calgary celebrated a significant milestone with the designation of the 100th Municipal Heritage Resource (MHR), the St. Mary Parish Hall/CNR Station. Since our first MHR in 1990, heritage preservation in our city has come a long way.

In July we saw Council endorse a new suite of heritage policy tools and incentives. These tools and incentives will go a long way to continue to recognize and preserve our city's heritage.

In partnership with the Calgary Public Library, our Historian in Residence Shaun Hunter identified over 500 literary connections in Calgary with her "Literary Map of Calgary". You will see the Kensington bistro where Leonard Cohen met up with one of his "sisters of mercy" or the home of the Calgary author who lined his office with salvaged rosewood from the Palliser Hotel, and the restaurant where Calgary writers held a farewell dinner for Nellie McClung in 1932.

In 2020, Heritage Calgary added 24 sites to the Inventory with seven sites receiving legal Municipal Historic Resource (MHR) designation. We continue to advance the evaluation and re-evaluation of historic sites to support the City in their goal of having the Inventory cleaned-up and ready in advance of the residential tax credit that will hopefully be in place starting 2023.

The capacity of heritage trades in our City continues to grow thanks in large part to the restoration of Historic City Hall which was completed in October of 2020.

Cold Garden recreated the historic drink "Cronk" following the rediscovery of the recipe in newspaper archives by local researcher Paul Fairie. Cold Garden donated a portion of the proceeds from the sale of the beverage to Heritage Calgary. Cold Garden is in Inglewood, one of Calgary's oldest neighbourhoods. We love how much pride Calgary's brewing community takes in the historic roots of Brewery Flats.

We welcomed two new staff members during the year. Chris Axford joined us as our Summer Student in May thanks to the Young Canada Works program and stayed with us until the end of the year. Asia Walker joined

us in September as the Heritage Resources & Research Coordinator. With Chris and Asia joining the team we saw our staff double to four.

We also welcomed Jessica Park to the board of directors in the fall and Pam Heard retired as past chair after seven years on the board. In recognition of Pam's service as chair of the board she was made an honorary life director.

Despite the challenges posed by 2020, we adapted to provide meaningful opportunities for Calgarians to connect to our diverse heritage. We continue to be grateful to our community, our staff and volunteers, and to the City of Calgary for their ongoing support and funding of Heritage Calgary as a Civic Partner.



Josh Traptow

Josh Traptow
Executive Director



Nikolas Marsall-Moritz

Nikolas Marsall-Moritz
Chair



Who we are

Heritage Calgary is a charitable Civic Partner of the City of Calgary focused on the research, education, and preservation of our shared heritage in Calgary. We believe heritage is a dynamic process by which identity is experienced, interpreted, and represented and we take pride in working with Calgarians to honour the fabric that we are all a part of.

OUR VISION:

A city that understands and values its diverse heritage.

OUR MISSION:

To embrace and keep space for the stories of this place.

OUR MANDATE:

- 1 Advise Council on all matters relating to Calgary's heritage resources.
- 2 Evaluate potential historic sites.
- 3 Maintain Calgary's Inventory of Evaluated Historic Resources.
- 4 Promote public awareness of our shared heritage.

Inventory & Designations

BRINGING HERITAGE TO CALGARIANS WITH A COMPREHENSIVE DATABASE OF CALGARY'S HISTORIC RESOURCES.

Heritage conservation is a critical piece of sustainable city building. It has been demonstrated to lead to higher property values and increased tax revenues, the creation of jobs across a diversity of sectors, environmental sustainability, revitalized neighbourhoods, and economic growth through tourism. Calgary has a rich and meaningful history, and we strive to be inclusive of cultural, social, Indigenous, natural, and built heritage. The Inventory of Evaluated Historic Resources is the cornerstone of our mission to do so.

The Inventory of Evaluated Historic Resources is a database that lists historic resources in Calgary. It is maintained by Heritage Calgary on behalf of The City of Calgary. Evaluations are based on a rigorous framework and a set of predetermined criteria approved by City Council. We issue contracts to independent researchers who conduct the evaluations and provide expert research and analysis of historic properties.

In Calgary, we currently have nearly 900 historic resources listed on the

Inventory of Evaluated Historic Resources, and last year we reached our 100th Municipal Historic Resource Designation. Interest in Calgary's diverse heritage continues to grow, as demonstrated by Inventory and designation growth and increasing engagement with heritage programs and communications. In 2020, 24 properties were added to the Inventory and 7 properties achieved Municipal Historic Resource (MHR) designation.



2020 ADDITIONS TO THE INVENTORY

BELTLINE

Stephenson & Co Grocers
(1911) 602 13 AV SE

**Northern Electric
& Manufacturing
Co Warehouse**
(1913) 102 11 AV SE

Oliver Residence
(1906) 619 13 AV SE

First Baptist Church
(1911-12) 1301 4 ST SW

Bell Block
(1909) 1002 Macleod TR SE

Grace Presbyterian Church
(1911-12) 1009 15 AV SW

HILLHURST

Hillhurst United Church
(1912-1913) 1227 Kensington
Close NW

St John Elementary School
(1916) 1309 Kensington Rd NW

St Barnabas Church
Original Tower (1912)
New Church (1958)
1407 7 Avenue NW

SCARBORO

J. Frank Moodie Residence
(1913-14) 238 Scarboro AV SW

SAGE HILL

Christie Ranch House
(1898) 13616 30 ST NW

RIDEAU PARK

Rideau Towers
(1955)

Renfrew House
3204 Rideau Place RD SW

Cumberland House
3232 Rideau Place SW

Rutland House
3316 Rideau Place SW

Devonshire House
3339 Rideau Place SW

SIGNAL HILL

**McPherson
Ranch House**
(1910) 7011 Sierra Morena BV SW

SUNALTA

Johnston Residence
(1912) 1723 13 AV SW

MacKay Residence
(1910) 1603 12 AV SW

SUNNYSIDE

Donegal Mansions
(1931) 830 Memorial DR NW

ELBOW PARK

**AGT Elbow Park
(Peter Rule)**
(1928, 1951) 3604 7A ST SW

**George A. Turner
Residence**
(1912) 3210 6 ST SW

INGLEWOOD

Deane House
(1906) 806 9 AV SE
(or 801 9 AV SE)

Trinity United Church
(1912) 1401 10 AV SE

**St Andrew's Italian
Parish Church**
(1911) 1403 8 AV SE

MIDNAPORE

**St Patrick's Roman
Catholic Church**
(1904) 14608 Macleod Trail SE

RAMSAY

St Ann's Presbytery
(1913) 922-21 AV SE

McKay Lodge
(1911) 1016 19 AV SE



DESIGNATION PROCESS

In Alberta, municipal heritage designation is regulated by the provincial Alberta Historical Resources Act and requires City Council to pass a designation Bylaw to formally adopt a historic home as a Municipal Historic Resource (MHR).

To qualify for MHR designation, a property must already be on the Inventory of Historic Resources. The designation process is a collaborative discussion between the property owner and the department of Heritage Planning at The City of Calgary.

[LEARN MORE ABOUT OUR
INVENTORY & DESIGNATION PROCESS](#)



2020 DESIGNATED MUNICIPAL HISTORIC RESOURCES

**St Mary's Parish
/CNR Station**
141 18 AV SW

**East Calgary
Telephone Exchange**
1311 9 AV SE

Parker Residence
230 29 AV NW

Rouleau Residence
1880 1 ST SW

**Grant (Jones)
Residence**
740 35 ST NW

Madden Residence
640 Crescent Rd NW

**St Patrick's Roman
Catholic Church**
14608 Macleod TR SE

100TH MUNICIPAL HISTORIC RESOURCE DESIGNATION

On September 14, 2020, City Council approved the designation of St. Mary's Parish Hall/CNR Station as Calgary's 100th Municipal Historic Resource. This designation conserves the site for future generations of Calgarians to enjoy and learn about Calgary's history.

St. Mary's Parish Hall/CNR Station was built in 1905 as a parish hall for the community of Rouleauville. It then served as a CNR station for 60 years before becoming the home of Alberta Ballet in 1982.

[LEARN MORE ABOUT
THE 100TH MUNICIPAL
HISTORIC RESOURCE
DESIGNATION](#)



INVENTORY WORK & HERITAGE INITIATIVES

In 2020, Heritage Calgary developed an Inventory re-evaluation program – a strategic plan to re-evaluate nearly 100 residential and religious Inventory sites over the next two years in anticipation of The City’s commitment to increase investment in The City’s heritage grant program. We have also collaborated with The City to initiate the redevelopment of the online Inventory and Discover Historic Calgary interactive map.

Evaluations for the Inventory were put on pause during the initial response to the pandemic because institutions essential to research were closed. This work has resumed now that those institutions have re-opened. During the hiatus, our staff conducted comprehensive windshield surveys across the inner city which will be essential to Inventory Evaluations slated for the remainder of 2021 and into 2022.

Heritage Calgary continues to collaborate with The City on several major heritage policy projects. Heritage Calgary has been an active stakeholder in and contributed to the development of the Guidebook for Great Communities and the affiliated North Hill Communities Local Area Plan, the recently released Greater Downtown Plan (formerly

the Centre City Plan), and the Chinatown Cultural Plan. Heritage Calgary also actively reviews and comments on Development Permits (DPs) that will impact Inventory resources. We strive to achieve a balance of preservation of historic elements of buildings while making way for adaptive reuse of the building. We continue to work with The City on the development, piloting, and implementation of forthcoming Heritage Conservation Tools.

At the end of 2020, Heritage Calgary submitted a proposal to The City’s Civic Innovation Fund to pursue the development of a framework for naming, renaming, and commemoration across Calgary, for individuals and organizations including non-profits, education institutions, community associations, and The City itself. This project will include in-depth and extensive engagement with local and regional Indigenous representation, and will extend further to include a diversity of stakeholder groups who have traditionally been under-represented in the naming, renaming, and commemoration conversation.

**LEARN MORE ABOUT OUR
NEW HERITAGE CONSERVATION TOOLS**

Programs

GIVING CALGARIANS THE OPPORTUNITY TO BECOME IMMERSSED IN HERITAGE WITH PROGRAMS FOR EVERYONE.

THE PLAQUE PROGRAM

Since 1992, Heritage Calgary and previous heritage organizations have been placing plaques throughout the city to recognize important heritage sites. The plaques serve as a physical historical marker, and use the historical research from evaluations to share the story of the site. The [plaque program](#) is available to all historic sites listed on the Inventory.

There are currently 91 plaques in Calgary.

2020 PLAQUE ADDITIONS

- William H. Hattle Residence
- Mackay Residence
- Parker (Tratt) Residence
- St. Mary's Parish Hall /CNR Station

THE HERITAGE CALGARY AWARDS

The Heritage Calgary Awards (previously the Lion Awards) serve as an opportunity to celebrate, share, and understand the diverse heritage of our shared home. Every second year, we honour the efforts of our communities to conserve and promote heritage. Their efforts enrich our lives.

In 2020, due to the COVID-19 pandemic and in the best interests of our community, we chose to cancel the awards. We look forward to opening the awards digitally in 2021. The winners will be recognized with a classic "Lion" statuette modelled on the Centre Street Bridge Lions, as well as a publicity campaign in service of their work.

OUR WALKING TOURS

As the pandemic progressed it became clear that we would need to cancel our planned in-person events and walking tours. This turned into an opportunity to encourage Calgarians to get out on their own and explore their communities safely, either independently or with their cohorts.

We created a series of self-guided walking tours to share the history of several Calgary communities. Four tours are currently available on our website:

- [Mission-Cliff Bungalow](#)
- [Chinatown](#)
- [Inglewood](#)
- [Warehouse District](#)

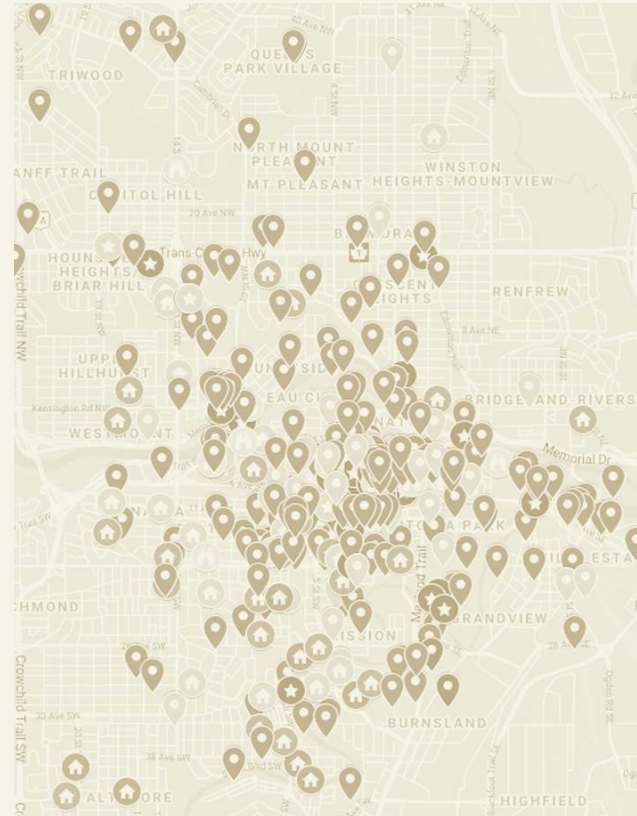
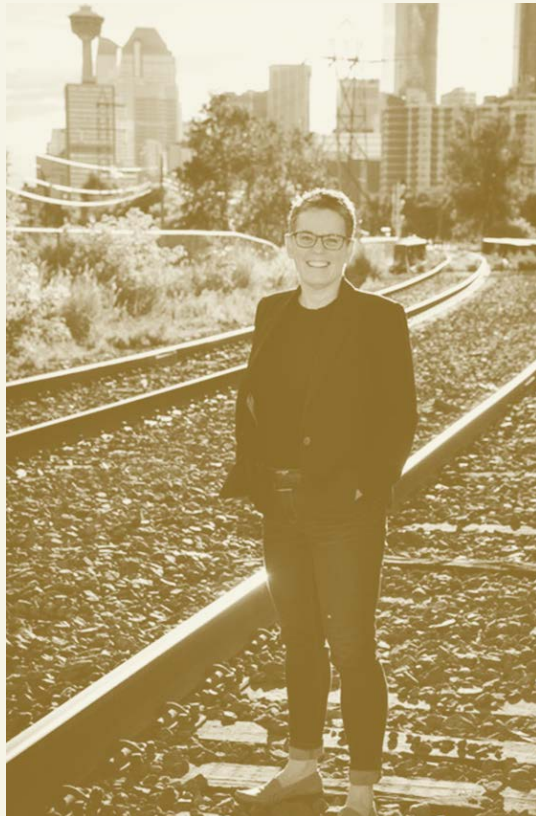


OUR HISTORIAN IN RESIDENCE

The Historian in Residence is a six-month paid residency that supports individual researchers working in any genre related to the diverse social, cultural, and built history of Calgary, Treaty 7, and Metis Region 3. The residency is presented in partnership with the Calgary Public Library.

Shaun Hunter was our 2020 Historian in Residence. For Shaun, exploring Calgary's literary landscape is a treasure hunt through the city's history. Discoveries include visits by famous authors like Rudyard Kipling, Sir Arthur Conan Doyle and Agatha Christie, and city landmarks seen through the eyes of writers – those who were passing through and those who have called this place home.

During her term as Historian-in-Residence, Shaun researched and created an annotated digital [Literary Map of Calgary](#). The map features sites from the Inventory of Evaluated Historic Resource. Shaun is the author of Calgary through the Eyes of Writers (2018) and shares her passion for the city's literary history on guided walks, presentations, and on her website www.shaunhunter.ca. Hunter contributes to a rich body of work by Calgary Historians in Residence, which has brought attention to important subjects such as Calgary's LGBTQ+ and Métis history.



MESSAGE FROM THE HISTORIAN

"In this pandemic year of social distancing, my term as Historian in Residence was filled with public engagement. I chatted with Library School students curious about poet P. K. Page's 1920s Calgary childhood, and the fascinating stories maps can tell. I shared stories about the city's literary history in two virtual presentations, held virtual consultations with writers and community members

looking for research and publishing tips, and participated in a panel on fictionalizing history.

The pandemic limited my access to physical archives, but extended my residency from six to ten months. Isolation proved conducive to research, allowing me to dive into my research project — [a digital literary map of Calgary](#). Through an online exhibit, the map

has reached a wide and receptive audience in the city and beyond.

I am grateful for the opportunity to develop my practice as a literary historian and celebrate Calgary's stories through this wonderful residency."

— Shaun Hunter, 2020 Historian in Residence



Community

ENGAGING PEOPLE THROUGH THE STORIES OF CALGARY'S DIVERSE HERITAGE.

MEDIA

Heritage Calgary's work in the community has been supported by valued relationships with media. Calgarians are increasingly interested in issues of local history, and we've received coverage from TV news, radio, and online outlets. In 2020 we had 32 media interviews. We partnered with CBC Calgary to create weekly walking tours on the Homestretch with Jenny Howe, which featured heritage buildings in the Beltline, Inglewood and Downtown West.

THE NEWSLETTER

Our newsletter remains a popular source of information for our community, with over 800 subscribers and a 52% open rate, well above the industry average of 20%. Our monthly Newsletter collects our most interesting stories and important updates for our readers to find in one convenient location.

THE BLOG

Heritage Calgary is invested in promoting awareness of our city's heritage. In 2020, we concentrated on building up our rebranded website and blog as a platform to publish the histories that comprise Calgary's diverse heritage.

This year, we focused on sharing articles covering important topics such as Calgary Black History and Black History Month, cultural landscapes, and International Holocaust Remembrance Day. It's a privilege to share stories from local guest writers who provide their own unique expertise and valuable perspectives on the histories of this place.

In 2020, we published 50 blog posts and guest blog posts.

SOCIAL MEDIA

We resolved to provide unique and interesting social media content over the pandemic for everyone cooped up inside spending most of their days online.

We sought to use our social media for storytelling, engagement, and information-sharing. In a single year we doubled our Facebook following, launched an Instagram account, and grew our reach on Twitter.

Using the Inventory, we created engaging social media series on Calgary's diverse heritage and history. The series delved into the history of Chinatown, Calgary's literary history, architectural styles, community heritage, natural and built heritage, and regular Inventory additions.

For the designation of the 100th Municipal Historic Resource we partnered with The City for an online scavenger hunt that provided Calgarians with clues to help the identify different sites on the Inventory. St. Mary's Parish Hall/CN Station was designated as our 100th Municipal Historic Resource.



PARTNER INITIATIVES

Heritage Calgary has partnered with community organizations through 2020, including the Calgary Heritage Initiative and the Federation of Calgary Communities, to educate, advocate for heritage preservation, and to provoke curiosity in our city's heritage at a local, grassroots level. We continue to engage directly with various Community Associations to instigate local community heritage plans and collaborate with grassroots heritage advocacy groups.

Cold Garden Beverage Company recreated the historic drink "Cronk" following the rediscovery of the recipe in newspaper archives by local researcher Paul Fairie. Cold Garden donated a portion of the proceeds from the sale of the beverage to Heritage Calgary.

Cold Garden is located in Inglewood, one of Calgary's oldest neighbourhoods. We love how much pride Calgary's brewing community takes in the historic roots of [Brewery Flats](#). The donation allowed us to print our self-guided walking tour brochure of Inglewood.

As a registered non-profit, we acted as agent for a grant to Calgarians for Heritage Districts from the Calgary Foundation. The grant helped the organization to develop their branding and online platforms. Calgarians for Heritage Districts advocate for the creation of new ways to identify, manage, protect and celebrate heritage districts through policy, legislation and creative new tools and incentives.

2020 Overview

THE JOHN IRWIN CO. LIMITED

50

BLOG
POSTS

32

MEDIA
INTERVIEWS

91

PLAQUES
IN CALGARY

627

INSTAGRAM
FOLLOWERS

2.7k

LIKES ON
FACEBOOK

1.3k

TWITTER
FOLLOWERS

900

SITES ON THE
INVENTORY

ASSISTANT RECEIVER GENERAL'S OFFICE

THE ALBERTA OPTICAL CO. LTD
SIGHT SPECIALISTS
S. ALWYN BARTLETT
OPTOMETRIST

123
UP-
STAIRS

THE ALBERTA OPTICAL CO.
SIGHT SPECIALISTS
S. ALWYN BARTLETT
OPTOMETRIST

29k

PAGE
VIEWS

14k

WEBSITE
VISITS

3

HISTORIANS-
IN-RESIDENCE

107

MUNICIPAL HISTORIC
RESOURCE DESIGNATIONS

801

EMAIL
SUBSCRIBERS

4

SELF-GUIDED
WALKING TOURS

\$18,413

IN GRANTS &
DONATIONS

RFELT
Furnishings

THOMPSON &
FLORBERG
MEN'S WEAR

ISHINGS

THE JOHN IRWIN CO. LTD

THE JOHN IRWIN CO. LTD

GARRETT & BRIDGEMAN
ELECTRICAL CONTRACTORS

12

Financials

2020 MARKED THE SECOND YEAR HERITAGE CALGARY WAS FUNDED AS A CIVIC PARTNER OF THE CITY OF CALGARY.

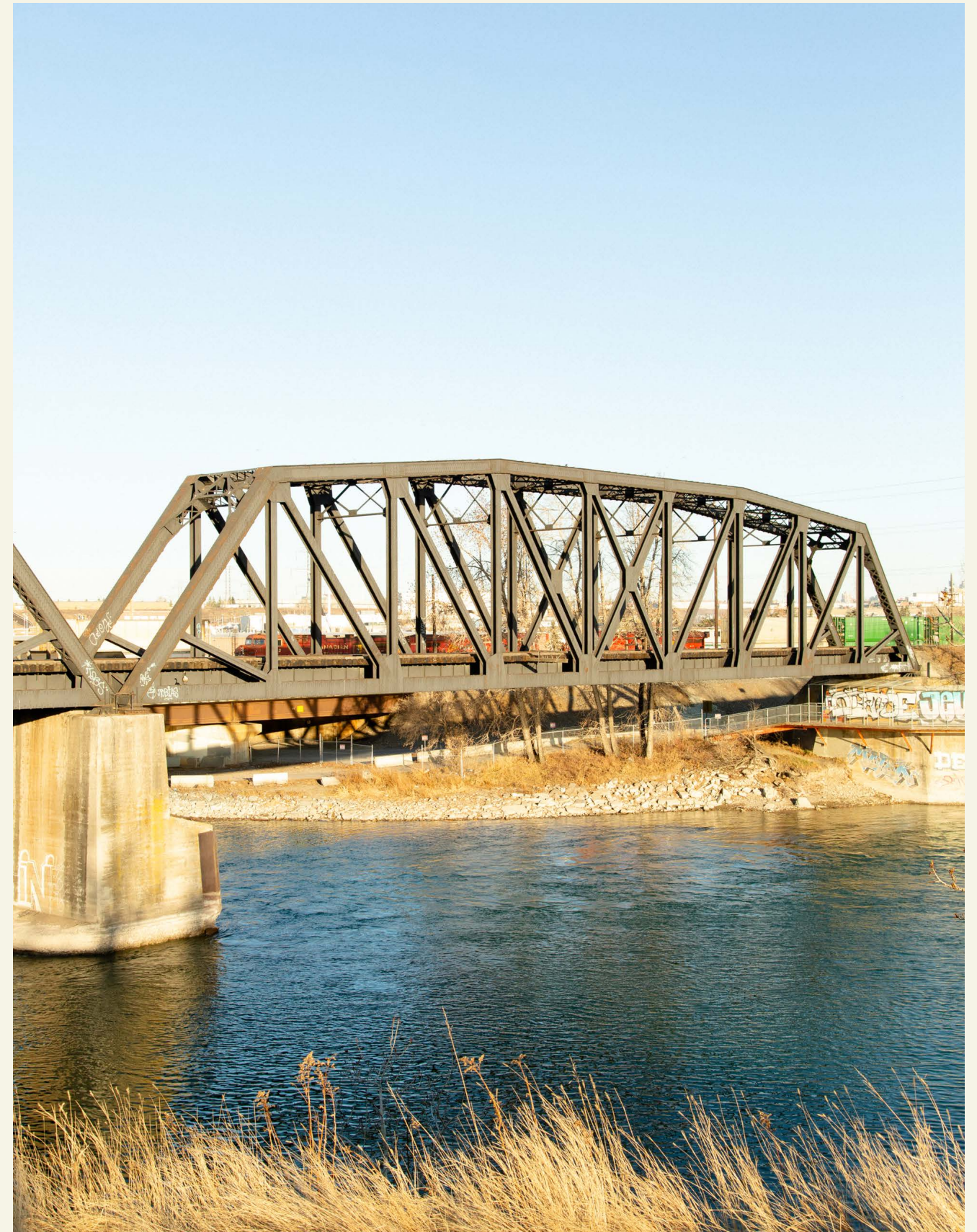
With our 2020 funding we were able to invest in significant Inventory work, including a re-evaluation plan and adding 24 sites to the Inventory. We were also able to hire a full-time employee to lead this work with the Inventory, the cornerstone of our mandate.

We were able to deliver a number of programs for the public and double our online communications to promote awareness of Calgary's heritage during

a global pandemic. With grant support through Young Canada Works, we were able to hire a summer student through the fall and winter of 2020.

We also saw one-time project funding of \$150,000 from the City of Calgary that will be used for cleaning up the Inventory in 2021 and 2022.

[VIEW COMPLETE FINANCIAL STATEMENTS BY CLICKING HERE](#)



Our Team



STAFF

Josh Traptow
Executive Director

Shannon McLaughlin

Asia Walker

Chris Axford



BOARD MEMBERS

Nikolas Marsall-Moritz
Chair

Janet McCready
1st Vice-Chair

Christine Leppard
2nd Vice-Chair

Reg Young
Treasurer

Lauren Herschel

David Morrison

Patricia O'Reilly

Jessica Parker



PAST DIRECTORS

Pam Heard
Past Chair

Volker Mendritzki

Laura Shutiak

Sasha Tsenkova

Graham Livesey

