

Fort Edmonton

Introduction

Fort Edmonton Park is Canada's largest living history experience and is a key part of the cultural and recreational makeup of Edmonton. Fort Edmonton Park is owned by the City of Edmonton and operated by the Fort Edmonton Management Company.

Fort Edmonton Park represents four historical eras - an 1846 fur trading post as well as 1885, 1905 and 1920' - each era is historically represented, with original and/or reconstructed buildings. During public hours, period interpreters animate the eras for visitors while the buildings and the various historic modes of transportation enhance the entertainment and educational experience. In addition to the regular season of operations, the Park is available for rentals and special functions both during and outside of normal operating hours. Fort Edmonton Park also hosts a variety of well-subscribed educational programming through registered programs and summer camps.



Fort Edmonton Park is guided by the original Fort Edmonton Park Master Plan approved by City Council in 1968 and subsequently updated in 1988 and 2001. In fall 2009, the Fort Edmonton Management Company undertook a comprehensive review of Fort Edmonton Park. The Company engaged an international attractions consulting firm to assist in the development of an updated vision for Fort Edmonton Park and to recommend potential capital and program elements that would achieve the vision.

In 2010, City Council approved the 2010 Master Plan Update as a companion document to the previous plan. The update identifies an enhanced vision for Fort Edmonton Park and provides clear direction regarding future capital development, animation and related activities. The enhanced vision, mission and strategic purpose is as follows:

VISION: Creating a sense of place where Edmonton's vibrant history comes to life - A World Class living history experience

MISSION: Connect Generations to Edmonton's dynamic history by offering fun, unique immersive experiences.

STRATEGIC PURPOSE: Fort Edmonton Park engages you in the fun, wonder and spirit of Edmonton which inspires curiosity, a willingness to try new things, and a chance to unlock the adventurer in all of us.

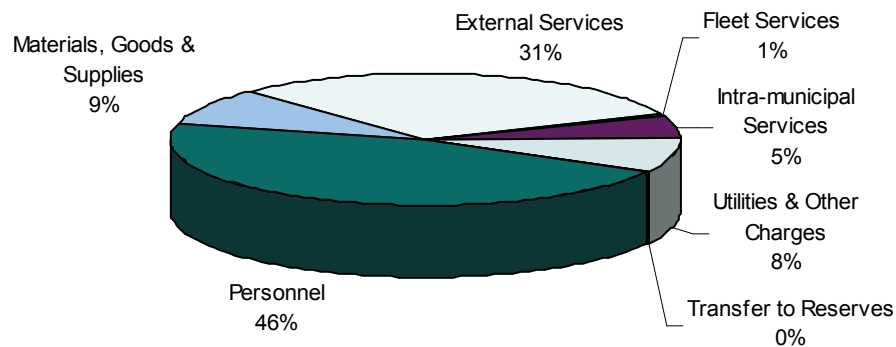


Fort Edmonton

Approved 2013 Budget (\$000)

	2011 Actual	2012 Budget	2013 Budget	\$ Change '12-'13	% Change '12-'13
Revenue & Transfers					
User Fees, Fines, Permits, etc.	\$ 2,499	\$ 3,271	\$ 3,271	\$ -	-
Grants	-	-	-	-	-
Transfer from Reserves	-	-	-	-	-
Total Revenue & Transfers	<u>2,499</u>	<u>3,271</u>	<u>3,271</u>	<u>-</u>	<u>-</u>
Expenditure & Transfers					
Personnel	2,511	2,951	3,036	85	2.9
Materials, Goods & Supplies	566	588	607	19	3.2
External Services	1,215	1,745	2,034	289	16.6
Fleet Services	56	56	56	-	-
Intra-municipal Services	346	347	347	-	-
Utilities & Other Charges	563	565	565	-	-
Transfer to Reserves	10	10	10	-	-
Subtotal	5,267	6,262	6,655	393	6.3
Intra-municipal Recoveries	-	-	-	-	-
Total Expenditure & Transfers	<u>5,267</u>	<u>6,262</u>	<u>6,655</u>	<u>393</u>	<u>6.3</u>
Net Operating Requirement	\$ 2,768	\$ 2,991	\$ 3,384	\$ 393	13.1
Full-time Equivalents	47.9	55.0	55.0	-	-

Expenditures by Category



Fort Edmonton

Approved 2013 Budget – by Category (\$000)

Expenditures & Transfers - Changes

Personnel \$85

Union contract settlements.

Material, Goods & Supplies \$19

Inflation as per budget guidelines.

External Services \$289

Inflation as per budget guidelines plus the Capital Campaign Support service package.

Fort Edmonton

Approved 2013 Budget—User Fee Information

	2012 Fee	Approved 2013 Fee	\$ Increase	% Increase
Admissions				
Child	\$11.75	\$12.90	\$1.15	9.8%
Youth	\$11.75	\$12.90	\$1.15	9.8%
Senior	\$11.75	\$12.90		
Adult	\$15.75	\$17.25		
Family	\$55.00	\$60.50	\$5.50	10.0%
Grandparent	\$55.00	\$60.50	\$5.50	10.0%
Guided	\$19.75	\$21.75	\$2.00	10.1%
Annual Passes				
Pioneer Child	\$26.75	\$29.50		
Pioneer Youth	\$26.75	\$29.50	\$2.75	10.3%
Pioneer Senior	\$26.75	\$29.50	\$2.75	10.3%
Pioneer Adult	\$35.50	\$39.00		
Pioneer Family	\$124.50	\$137.00	\$12.50	10.0%

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Capital Campaign Support

FUNDED

Description

The Fort Edmonton Management Company along with their partner the Fort Edmonton Foundation are embarking on a 120 million dollar capital campaign to implement the City Council approved masterplan for Fort Edmonton Park. In order to accomplish this task seed money to support this initiative is required and requested for the next three years. The request is for \$200,000 per year for three years.

There is also a need to increase the operating funds needed to increase the proceeds from Annual funds development activities and to prepare for a major launch of a capital campaign. Capital campaign costs are traditionally 12 to 15% of the campaign goal, but between 2% and 6% for large scale goals i.e.

- i. \$6 million campaign costs for a \$100 million goal, over 5 years, is not uncommon, including; Travel, receptions, media, printing, staffing (up to 5 people including researchers, campaign director, campaign associate, etc.)
- ii. There is a building of momentum as a result of an aggressive strategic operational plan, employing a disciplined approach to fundraising and stewardship of donors
- iii. Enlarging membership base is a key activity for 2013
- iv. An approach to over 50 Charitable foundations is in play
- v. CFEP and CIIF applications for capital project items are underway
- vi. Special events are planned including a Gala 2012 September 20, 2012
- vii. A Feasibility study process, prepping for Capital campaign with (Phase 1 completed, Phase 2, beginning in September 2102) is underway
- viii. Regular/timed Direct mail campaigns May & October 2012

Description of the FTEs in terms of permanent and temporary positions. A staged increase in staffing will see a total of 5 FTE's by the end of 2013, currently there are 2.0 FTE's. These would be temporary positions. The two current FTE's are not City employees but are employees of the Fort Edmonton Foundation

Justification

The key aspect of this request is to increase fund raising capacities to result in both the annual and capital campaign funds.

Funds realized through non-municipal sources will reduce the burden to rate payers and accelerate the cultural and recreational opportunities available. In addition, there is significant benefit to be derived from increased tourism spending and the economic expansion factor to local businesses resulting from major spending on construction over the next 7 years.

Service Level Impact

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Impact on Other Departments

No impact on other departments.

Incremental (\$000)	2013				2014				2015			
	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs
New Budget Annualization	\$ 200	-	200	-	-	-	-	-	-	-	-	-
Total	\$ 200	-	200	-	\$ -	-	-	-	\$ -	-	-	-