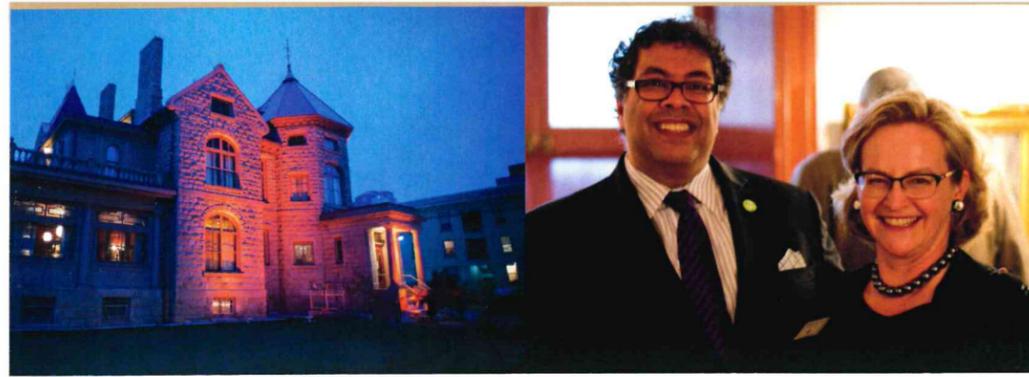




LOUGHEED HOUSE

LOUGHEED HOUSE  
NATIONAL & PROVINCIAL HISTORIC SITE & MUSEUM

2014 ANNUAL REPORT  
*to the Community*



KIRSTIN EVENDEN  
EXECUTIVE DIRECTOR



GERRY MEEK  
CHAIRMAN



## “Celebrating our Past, Inspiring our Future”

### EXECUTIVE DIRECTOR'S REMARKS

#### 2014 has been productive and exciting for the Lougheed House Conservation Society.

We offered new opportunities to engage with and create Alberta's rich cultural heritage. We welcomed new Board members, staff, volunteers, and community partners. As a non profit organization responsible for ensuring Lougheed House continues to thrive in the future, we raise approximately 35% of annual revenues through donations, earned income and sponsorships. I am grateful to the many members, donors and supporters who have contributed to the Society's success in the last year!

I want to take this opportunity to thank the Government of Alberta, a key stakeholder and supporter in the care and operation of Lougheed House through the Ministry of Culture and Tourism, and the Ministry of Infrastructure. Lougheed House's success is result of the successful partnership with government, the community and supporters.

Our work in 2014 was guided by a one year Action Plan which included a number of new initiatives to accomplish three goals: increase profile, attendance and revenues. These goals were met and the organization had a financially successful year, with revenues up in most categories and expenses kept under budget. This year's successes cannot have happened without the dedication of all Lougheed House Board, staff and volunteers. The enthusiasm and commitment of all who care for the House and its visitors is infectious, thank you!

The Society also developed a new 2015-2017 Programming and Strategic Initiatives Plan to guide our work. This framework is the result of much collaboration and reflects the perspectives of our partners, stakeholders and the community. Together with members and supporters, we will continue to grow the role of Lougheed House as a place to foster dialogue and contemporary perspectives while telling diverse stories about Alberta's heritage.

As we look forward to the 125th Anniversary of Lougheed House in 2016, there are exciting times ahead, and I welcome all supporters to get involved in the Society!

– **Kirstin Evenden**, Executive Director

*“Very pleased with the day and the overall field trip.  
The adults also got to learn!”*

- Teacher participant of Lougheed House School Programs

### CHAIRMAN'S REMARKS

#### For more than a century Lougheed House has been an important fixture and an elegant and prominent presence in the life of our community.

With the passage of each year, new chapters continue to added and written into its history and special stories are created and shared in its walls and on its grounds that celebrate and help shape our collective experience as a community.

In looking back over the past year, much has been accomplished and some important steps forward have been taken in the renewal and continuing transition of the House. These include ongoing improvements to the financial operations of the House, the introduction of new programming initiatives, the strengthening of its governance processes, the development of a new vision statement and the completion of a new business plan.

These achievements reflect the considerable contribution and caring efforts of many different hands, including our sponsors and donors, our key funding partner, the Government of Alberta, our dedicated volunteers, our wonderful House restaurant and a growing group of other community partners. I would especially like to acknowledge the leadership provided by our Executive Director, Kirstin Evenden and our General Manager, Cathy Olson and the efforts of our dedicated and hardworking House staff team. I would also thank my fellow Board members for their support and substantial efforts on behalf of the House during the past year.

The coming year will be an important one and will see the launch of a powerful new vision statement and a new business plan, the introduction of new programming and fund development initiatives and the completion of planning preparations for the 125th anniversary of the House.

Help us make a difference by getting involved and helping our community to discover a special place where history comes alive every day.

– **Gerry Meek**, Chairman, Lougheed House Conservation Society Board of Directors

*“Volunteering at Lougheed House has introduced me to the neighbours, their dogs and their children. The sharing of commonalities has strengthened my sense of belonging.”*

- Lougheed House Volunteer

## 2014 ACTION PLAN, GROWING OUR PLACE AND RELEVANCE IN THE COMMUNITY

The 2014 Action Plan was developed with the input of staff and Board to ensure a sustainable position, while carefully investing in a series of new initiatives the goals of which were to increase profile, revenue and attendance over the previous 2013 year.

**Attendance** grew by 19%

**Revenues** grew in key areas: donations and sponsorships (55%), admissions (39%), and gift shop merchandise (5%), as we welcomed new corporate partners, individual donors, and visitors.

**Profile** of Lougheed House grew 50% in media exposure; we grew our Twitter followers by 15%; Lougheed House Facebook "likes" grew by 35%. Our **average reach** grew by 90% (Twitter) and by 67% (Facebook). We also engaged in **10** new programming partnerships with artistic and cultural groups.

## EXHIBITIONS: NEW PERSPECTIVES ON OUR PAST AND CREATIVE PRESENT

The Lougheed House Gallery changing exhibitions program offered visitors the opportunity to connect with relevant, unique and local stories about Alberta art and heritage.

### **Unbridled • January 8th - March 2nd, 2014**

This was the first solo exhibition of Calgary based photographer Cathy Simone's equine photography depicting the essence of the horse through poetic narratives.

### **James Agrell Smith: A Broader Picture • March 14th - June 15th, 2014**

James Agrell Smith is an important mid-late century Alberta artist and this exhibition was the first substantial retrospective of the artist's work. It featured prints, drawings and paintings. Lougheed House was the sole Calgary venue for this travelling exhibition from the Red Deer Museum + Art Gallery curated by Mary-Beth Laviolette.

### **Collecting Culinaria: A Short History of Recipes, Cookbooks and Domestic Manuals • June 18th - October 5th, 2014**

Featuring select works from The Linda Miron Distad Culinaria Collection at the University of Alberta, this exhibition was an intimate look at the way our food is inextricably blended with – and expresses – our cultural identities and narratives.

### **A Family at War: the Lougheeds, Calgary, and the First World War • October 15th, 2014 - January 18th, 2015**

The first large exhibition developed by the House in a number of years, this show told the story of the extraordinary Lougheed family and its role in the development of Canada as a nation during wartime, through artifacts, photographs and historic records.

## NEW EXPERIENCES!

### **"The War Years" Movie Series Gala**

In partnership with Calgary-based Rocket House Productions, a series of artfully curated silent films from the WWI-era were screened monthly at Lougheed House from November 2014 until February 2015. Each Gala screening featured live music, themed entertainment, local vendor Cat's Eye Vintage, Kelly Hofer's photo booth, special cocktails and best costume prizes.

### **Talks and Workshops at Lougheed House**

Lougheed House continued to be a site of community learning. We introduced local audiences to the work of artist James Agrell Smith with interesting discussions by friend and collector of the artist Morris Flewwelling, son Ken Agrell-Smith and curator Mary-Beth Laviolette. Lougheed House presented readings by local author Taylor Lambert from his book, *RISING: Stories of the 2013 Alberta Flood*. We hosted Dr. Laura Brandon, Historian, Art and War, Canadian War Museum for her talk "Witness – Canadian Art of the First World War". Scholar Doris MacKinnon gave a talk on Lady Isabella's involvement in community organizations in Calgary before and during WWI. Lougheed House Head Gardener, Marie Gattinger and Lougheed House Red Seal Chef, Rudi Kozlik demonstrated how to plant your own salsa garden and make your own fresh salsa in a unique workshop. Alberta Culture days/Doors Open YYC was attended by over 1000 visitors who enjoyed performances, demos and behind-the-scenes tours.

### **The Beaulieu Gardens**

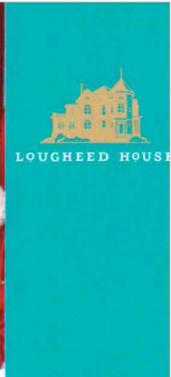
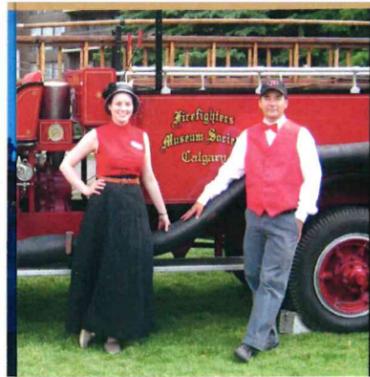
The 2014 Lougheed House Gardens, rich with symbolism and history, commemorated the World War I Centennial. Ladybird Poppies, symbolic of Flanders Fields, were planted along with Marguerite Daisies representing the original Princess Patricia's Canadian Light Infantry WWI insignia. Marigolds, lilies and cosmos flowers were added to complete the stunning design developed by Head Gardener Marie Gattinger and tended by our incredible Lougheed House volunteers.

### **Lougheed House Christmas, a Victorian Affair**

During December, Lougheed House Christmas offered First World War themed activities, entertainment and crafts all amidst the spectacular Christmas designs developed and supported by long time community partners the Calgary Design Group and McArthur Fine Furniture. The Annual Lougheed House Christmas Gala connected community partners, friends and supporters of the House together for an evening of First World War themed music and dance. Thanks to the community's generosity, **\$2580** was raised to support our educational programs through the silent auction.

### **Ride Through Time, Historic Family Fun**

In celebration of the historic contributions of the Princess Patricia's Canadian Light Infantry (PPCLI), MP Joan Crockatt participated in the traditional flag-raising ceremony led by Warrant Officer Jason Yardley and Corporal Andrew Mullett of the PPCLI. 1000 people attended; fun was had with games and entertainment at this family-friendly event. Thank you to the following heritage organizations: Chinook Country Historical Society, the Calgary Heritage Initiative, the Calgary Firefighter's Museum, The Calgary Public Library, the Princess Patricia's Canadian Light Infantry Regimental Museum, Memory Lane Fashions, the Calgary Steampunk Assemblage and the Alberta Family History Society.



## OBJECTS TELL STORIES

Lougheed House maintains an archives, library and museum collection of items that help us to tell the diverse histories of Lougheed House.

**Thank you to our 2014 collections donors: Heather Hamby, Mrs. Doreen Lougheed, and Mrs. Jeanette Rivard. Also thank you to the Peter Lougheed Estate and his family for the ongoing facilitation of a significant donation of family objects to the collection.**

## SCHOOL PROGRAMS

This year we offered a new Teacher's Workshop, and provided 36 Calgary teachers with an orientation to learn more about the curriculum-based programs for Kindergarten through Grade 6 on offer at Lougheed House. Attendance to school programs was up by 59% over 2013.

## PARTNERS

**Thank You! Members, Volunteers, Funders, Donors, Partners....with your support we connect Albertans with rich stories of our past, while fostering contemporary perspectives on our evolving community.**

### Government of Alberta

Lougheed House Conservation Society core operations are supported by the Ministry of Culture and Tourism through a service agreement, while maintenance of the site is conducted with the support of the Ministry of Infrastructure.



### Grants

Alberta Museums Association, Institutional Grant to support the exhibition "A Family at War: the Lougheeds, Calgary and the First World War", **\$10,800**



*"Grosvenor is pleased to support Lougheed House, which makes local culture and history accessible to a young and evolving city."*

- Per Hvidsten, Grosvenor Americas, Lougheed House Corporate Partner

### Up to \$20,000 (in kind)

McArthur Fine Furniture



### Up to \$10,000 (in kind)

Calgary Design Group



Optics Lighting Agency



### Up to \$5000

The Donald and Doreen Lougheed Gift Fund, through the Calgary Foundation

Grosvenor Americas



### Up to \$2500 (in kind)

The Restaurant at Lougheed House

### Up to \$1000

Kirstin Evenden

Deirdre McGarry (in kind)

Joe Novak

Scotiabank

Pat Welch in memory of

Peter Lougheed (in kind)

### Up to \$500

ANA Interiors, Anonymous, Best Western Plus Suites - Downtown Calgary, Mark Boulay, Butterfield Acres, Calaway Park, Calgary International Film Festival, Calgary Opera, Earthaven Interiors, Ltd., Ed Williams Mens Wear, Brian Exton, Head Rush Salon, Heritage Park, Jeff Robinson Consulting Ltd., Kevin Gray Interiors, Lara Hontzias Interior Design, Lush Interiors Inc., The International Festival of Song and Chamber Music Society, Mountain View Connection Concert Series, Porsche Centre Calgary, Doug & Roberta Ryckman, Shelf Life Books, Andrew & Connie Tavender

### Up to \$100

Barbara Anderson, Vera Apletree, Ken Agrell-Smith, Beltline Fitness Centre - City of Calgary, Victor & Elizabeth Bryant, Yvonne Chapman, Pat Conway, Marianne Doherty, Leonard & Polly Evenden, Fallen Angel Creations from Above, Good Earth Cafe, Donald & Jean Haet, Lisha Hassanali, Leonore J. Hunt, Jeff Robinson Consulting Ltd., Jelly Modern Donuts, Kurt Karapinka, Rebecca Lathrop, Lindsay O. Creative, James & Joan MacKenzie, Donald & Thelma McDonald, Mr. Ross F. & Mrs. Mary Phillips, The Ranchmen's Club, RnR Wellness Spa, Debra Ross, Inez Shaver, TELUS Spark, Starbucks, Susan Turner, Mary E. Ward, Troy Wason, Wendy Ellen Inc., Laurie Whitcomb, WW Design Studio, Yuk Yuk's Comedy Club

### Let's Get Learning Fund

\$645.00 was raised to support a 2015 pilot initiative to enable school children from low income schools to attend school programs at no cost.

## BY THE NUMBERS

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**14,579** - Total Lougheed House attendance from General Admissions, Educational/School Programs, Corporate Events and Evening Programs, an increase of 19% over last year.

**70,000** - The approximate number of visitors who enjoyed the Gardens at Lougheed House.

**435** - The number of visitors who participated in interpretive tours of Lougheed House.

**1592** - The number of students who enjoyed a hands-on immersive experience with heritage.

**6673** guests enjoyed Lougheed House through **101** corporate and private events.

## 2014 STAFF

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Trisha Carleton, Tim Christison, Cassandra Cummings, Kirstin Evenden, Marie Gattinger, Julia Gunst, Amanda Kriaski, Adrienne Leicht, Leah McDermott, Cathy Olson, Annette Scott, Audra Stripling, Jessica Wiklendt

## 2014 BOARD OF DIRECTORS

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Yvonne Chapman, Beth Gignac, Lisha Hassanali, Carol Howes, Gerry Meek (Chairman), Joe Novak (Vice Chair, and Chair, Nominating Committee), Len Polsky (Secretary), Andrew Tavender (Treasurer), Dilan Perera, Neil Richardson, Ronald Robertson (Past Chair), Debra Ross, Catherine Whalley (ex-officio, Province of Alberta)

## RESTAURANT

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While handling our catering needs, our restaurant's proprietors, Kerri Murray and Robert Gridale, also serve delicious lunches Wednesday - Friday, and brunch on the weekends.

Reservations: 403.410.9288, [therestaurant@lougheedhouse.com](mailto:therestaurant@lougheedhouse.com)

For more information visit [www.lougheedhouse.com](http://www.lougheedhouse.com)



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LOUGHEED HOUSE

Cover image: The front cover photograph depicts the rose trellis in the Beaulieu Gardens, with Lougheed House in the background. The trellis was placed in 2007 "in memory of Marg Exton by her loving family". Marg's husband Brian Exton cared for this garden as a volunteer and a donor until his passing in early 2015. Page 1 image (right): Mayor Nenshi attends the "Family at War" opening reception at Lougheed House. Page 5 image (center): "Mary", 2011, by Cathy Simone.