

STRATEGIC PLAN

YOUR HEROES YOUR HALL

2025 - 2027



MISSION, VISION, VALUES

Mission

To preserve and celebrate Alberta's rich sports history for all to enjoy

Vision

To be leaders in the province and country in protecting and sharing Alberta's sport history

Values

Dedication
Creative
Inspiring
integrity
Excellence
Respect

STRATEGIC PRIORITIES

1

Preserve the Hall's Mission and the Integrity of our Collection

Our primary focus is to operate and steward the Alberta Sports Hall of Fame as the province's leading institution for honouring sporting excellence. We celebrate the achievements of Albertan athletes, teams, builders, and pioneers who have made a lasting impact at all levels of sport.

We are dedicated to preserving and sharing Alberta's rich sporting history through meaningful curation, engaging exhibits, and community outreach. By doing so, we ensure these stories continue to educate, inspire, and connect future generations.

3

Delivering Community Engagement and Education Programs across Alberta

The Hall of Fame is committed to expanding its presence across the province, ensuring representation and engagement from communities throughout Alberta. To achieve this, we will curate and showcase traveling exhibits in various regions, serving as extensions of the Hall while maintaining our main facility in Red Deer.

Our goal is to make the Hall accessible to all Albertans by bringing its rich history beyond our walls. Through our honoured members, artifacts, and collections, we will educate and inspire communities, celebrating Alberta's sporting legacy and fostering a deeper connection to its athletic achievements.



2

Ensuring the Sustainability and Growth of the Hall

Securing financial stability is crucial to achieving our mission. The Hall is committed to diversifying revenue streams to ensure long-term viability. To support this initiative, a fund development working group has been formed, alongside policies for sponsorship, naming, and recognition. These efforts aim to establish strategic goals and develop targeted initiatives aligned with our facility enhancement plan.

4

Raise the Hall's Prominence and Strengthen Our Impact

To elevate the Hall's prominence and impact, we will enhance marketing efforts, expand community engagement, and strengthen strategic partnerships. Through digital outreach, media campaigns, and provincial events, we will showcase Alberta's rich sporting heritage and the achievements of our honoured members. Strengthening relationships with sponsors, educators, and sports organizations will further solidify the Hall's role as a leader in preserving and celebrating Alberta's sports history.

STRATEGIC GOAL 1: PRESERVE THE HALL'S MISSION AND THE INTEGRITY OF OUR COLLECTION

Key Results

1. Strategically grow the collection with a focus on Honored Member affiliations
2. Maintaining the integrity and health of the collection
3. Transforming the visitor experience
4. Maintaining Facility

Strategies

- 1.1 Accession 50 new artifacts connected to Honoured member alumni annually
- 2.1 Annual review of the collection for items needing conservation or deaccessioning
- 2.2 Rebuilding collections volunteer team
- 2.3 Launch the new online database complete with photos and honored member affiliations-linked to our website
- 3.1 Create a captivating and immersive experience that instantly engages and excites visitors, leaving a powerful and lasting first impression.
- 3.2 Complete an annual exhibit plan showcasing at least 35 unique exhibits to showcase more of the collection.
- 4.1 Thoroughly review the building assessment report and address the identified priorities to ensure a safe and efficient facility.
- 4.2 Continue to seek out and apply for grant opportunities to enhance the facility such as energy efficiency initiatives.

STRATEGIC GOAL 2: ENSURING THE SUSTAINABILITY AND GROWTH OF THE HALL

Key Results

1. Create an Endowment Fund
2. Diversify revenue streams
3. Generate a list of opportunities for corporate sponsorship
4. Alumni is engaged with our vision and mission
5. Grants are continually applied for based on project needs

Strategies

- 1.1 Create an endowment fund based on the results of our fundraising assessment.
- 2.1 We will aim to raise \$50,000 annually by utilizing fundraising initiatives and expanding programs
- 2.2 Engage strategic funding counsel for capital campaign
- 2.3 Create a plan to increase visitor donations
- 2.4 Exploring partnership opportunities with PSO's, NSO's, CSO's and sports teams such as webhosting assist with hall of fame databases, and gallery opportunities.
- 3.1 In conjunction with the facility enhancement plan and the funding council develop sponsorship levels complete with benefits for Galleries, programs, and exhibits
- 4.2 In conjunction with 25th anniversary celebrations host first alumni event at the Hall with a focus on donations, engagement, and introducing the new capital campaign.
- 5.1 Seek out new grant opportunities to fund a variety of initiatives such as staffing, projects, and facility improvements

STRATEGIC GOAL 3: DELIVERING COMMUNITY ENGAGEMENT AND EDUCATION PROGRAMS ACROSS ALBERTA

Key Results

1. Creation of mobile Hall of Fame
2. Increased ASHOF attendance and visibility at sporting events, awards, and celebrations across the province.
3. Creation of Ambassador Program
4. Increase in the number of nominations received
5. Coordination of the provincial sport leadership awards program
6. Increase of 25% annually for attendance of in-person education programs
7. Increase of 25% annually for outreach education programs
8. A minimum 40% return schools booked each year

Strategies

- 1.1 Source a truck band trailer/ Van for transporting the exhibit and outreach efforts
- 2.1 PSOs and CSO's to inform us of their events around the province
- 2.2 Utilization of ambassadors to represent the hall throughout the province
- 3.1 identify ambassadors throughout the province who can attend events on behalf of the Hall
- 3.2 create regional exhibit kits to be stored around the province for set up at events complete with artifacts, signage, marketing collateral, and give aways
- 4.1 Educate Albertans on nomination and selection process through marketing initiatives
- 4.2 Support PSO's in submitting nominations
- 5.1 Partner with Ministry of Sport & Tourism staff, to award Sport Leadership Awards in conjunction with our Induction Ceremony
- 6.1 Promote updated education programs to schools across Alberta through a comprehensive outreach strategy, including mailouts, emails, brochures, social media, and direct phone calls.
- 6.2 Soliciting Red Deer and surrounding areas schools
- 6.3 Build Partnerships with postsecondary education programs to promote our field trips
- 7.1 Utilizing Honoured members to do large scale assembly style presentations for education programs
- 7.2 Creation of short collections based live virtual programs to connect to with a wider rural audience
- 8.1 Launch of one new program annually based on Alberta Education Curriculum
- 8.2 Solicit feedback from schools post visit to ensure we are meeting their needs
- 8.3 Attend teachers conventions each year to re-connect with teachers and share new program
- 8.4 Create a strong visitor experience and connection with the schools regardless of programs being offered

STRATEGIC GOAL 4: RAISE THE HALL'S PROMINENCE AND STRENGTHEN OUR IMPACT

Key Results

1. Strengthen Brand Identity & Awareness
2. Create an educational introductory video.
3. Capture the inspiring stories and history of our Alumni
4. Website is fully operational
5. Alumni is engaged with our vision and mission
6. Recognized as a premier tourist attraction in the province
7. Visitor numbers have increased
8. Develop a program to host sport heroes
9. Increased awareness of ASHF around the province

Strategies

- 1.1 Evaluation and analysis of different platforms to see what has the best reach and impact on different target markets
- 1.2 Develop digital media strategy
- 2.1 Create and develop a short promotional video for our education programs
- 3.3 Interview 10 Honoured members per year to capture their stories
- 4.1 Conduct a website audit
- 4.2 Investigate options for hosting other halls of fames on our website
- 4.3 Investigate grant options for an updated website
- 5.1 Expand the number of ambassadors to enhance and broaden our outreach and share stories across the province.
- 5.2 Use Alumni to increase the number of volunteers for events (such as golf tournaments, IB, and assistance at the Hall).
- 5.3 Have Alumni group work to further engage new inductees to create a sense of community
- 6.1 Completing the facility enhancement plan
- 6.2 Creation of a marketing strategy to capture the Hall renovations and build excitement for the new space
- 6.3 Build relationships with destination marketing organizations such as Travel Alberta and Tourism Red Deer to help promote the Hall
- 7.1 With the marketing, outreach and education strategies outlines these are the attendance goals:
- 7.2 Increase of 15 % in 2025; increase of 25% in 2026; Increase of 50 % in 2027
- 8.1 Collaborate with professional teams/athletes to organize meet and greet autograph signings when teams are in the area
- 9.1 Select 10 rural communities with alumni residing there to create marketing collateral which will be used to solicit awareness and nominations

FUTURE FOCUS

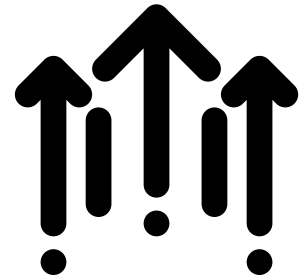
BY 2027 THE ALBERTA SPORTS HALL OF FAME WILL BE RECOGNIZED FOR:

YOUTH WILL BE INSPIRED BY OUR STORIES



- We will engage and inspire young people by sharing the stories of Alberta's greatest athletes, teams, and builders. Through interactive exhibits, educational programs, and outreach initiatives, we will connect youth with the values of dedication, perseverance, and sportsmanship.

ELEVATING THE PROMINENCE AND PRESTIGE OF ASHF REPUTATION



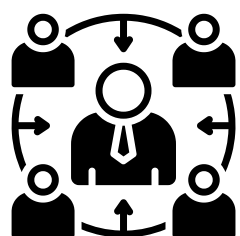
- We will enhance the Hall's reputation as a premier institution celebrating Alberta's rich sports history. By strengthening our brand, expanding our reach, and fostering high-profile partnerships, we will solidify our standing as a respected and recognized provincial leader in sport heritage.

OPERATING WITH A PROVINCIAL FOCUS



- We will ensure our initiatives, programs, and partnerships reflect the diverse sporting achievements from across Alberta. Through regional engagement and inclusive representation, we will celebrate the province's athletic excellence on a broad and meaningful scale.

FACILITATING PROVINCIAL HALLS OF FAME



- We will serve as a central resource and leader in supporting other halls of fame across Alberta. By fostering collaboration, sharing best practices, and providing guidance, we will strengthen the collective recognition of sport heritage throughout the province.