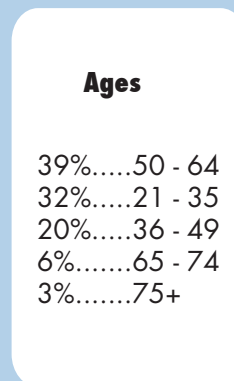
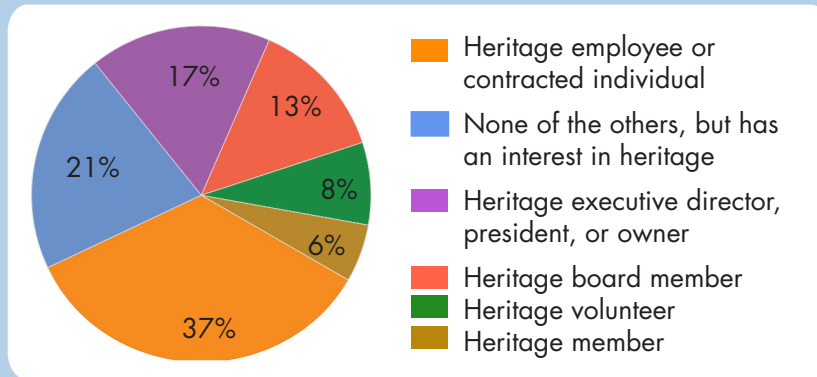


HERITAGE NOW

This autumn, the Edmonton Heritage Council (EHC) conducted a survey to better understand the state of heritage activity in Edmonton. Encompassing a wide range of interests and concerns, “heritage activity” is exemplified by the work of museums, archives, historical and genealogical societies, historic sites, ethno-cultural and preservation/planning organizations, etc.

Together, their efforts help shape the past, present and future of Edmonton. Organizations and individuals who support and animate this work were of particular interest in this survey, as EHC aims to address their needs and concerns in its future programs and initiatives.

This document provides a brief overview of our findings, where areas of strength and improvement are noted. Ultimately, the information will act as a blueprint for EHC.



WHO WE HEARD FROM

COLLABORATION

One of the biggest challenges facing the heritage community is fragmentation. Expressed by executive directors, presidents, and owners, only **one in three** feels connected to Edmonton’s heritage community.

100% think their organization would benefit from greater collaboration however, where “other heritage organizations” are the most important potential partners.

Top 3 reasons collaboration doesn’t happen more:

- 1) Lack of time and energy
- 2) Lack of familiarity with potential partners
- 3) Lack of funds

Where collaboration is strongest:

- 1) Public programming
- 2) Advocacy
- 3) Research
- 4) Special Event coordination
- 5) Conservation/preservation

REACH

Diverse audiences are reached through heritage work, the general public ranking highest, followed by other heritage organizations, organizational members, government officials, ethno-cultural groups and researchers.

Top 5 methods to create/ disseminate knowledge that serves to further the appreciation and understanding of heritage:

- 1) Community Partnerships
- 2) Special events
- 3) Conferences
- 4) Books/publications
- 5) Workshops

Most common areas of professional focus and responsibility:

- 1) Preservation & conservation
- 2) Research
- 3) Education
- 4) Public programming
- 5) Advocacy

IMPACT

Another challenge facing the heritage community is a lack of recognition and public support. The majority of respondents believe that the public reflection, debate and discussion of heritage is:

Very important to the overall health and vitality of a community

Crucial When planning for future developments

The majority of respondents **strongly agreed** that heritage activity helps develop livable, sociable communities, creates a sense of belonging and civic pride, and increases the appeal for tourists and visitors.

Many did not feel as strongly about heritage’s current ability to employ people in profitable, rewarding careers or to encourage youth and newcomers to get involved in their communities.

WHAT WE HEARD