



EDMONTON  
HERITAGE COUNCIL

EDMONTON

HERITAGE SECTOR

SURVEY 2013

EXECUTIVE SUMMARY

# EDMONTON HERITAGE SECTOR SURVEY | 2013

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## PROJECT GOALS

- Inventory Edmonton's heritage sector, last done in 2007
- Update contact information
- Contact a minimum of 50 organizations/groups and 15 individuals who do heritage in Edmonton, including those working to preserve Edmonton's tangible and intangible cultural heritage
- Produce a final narrative report discussing the findings, including observations, patterns and trends, gaps and recommendations.
- Presentation of the findings.

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## **SURVEY**

- Organizational
- Programmatic
- Partnership and Outreach
- Membership
- Strategic Directions
- Staffing
- Collections

## **SURVEY**

- Heritage Groups (53/27)
  - Individual Heritage Professionals (15/10)
  - Cultural Groups (10/5)
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## **RESEARCH**

- Call for Heritage Practitioners
- Additional sectoral research

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## **EDMONTON'S HERITAGE SECTOR**

- Had its genesis with the formation of the Historical Society of Alberta in March 1907;
- City of Edmonton Archives and Landmarks Committee formed three decades later in 1938, forming the nucleus of the City of Edmonton Archives and the City of Edmonton Artifact Centre today;
- Rapid growth from the mid 1960s to the mid 1980s, mirrored elsewhere through Alberta, fueled by community interest in heritage and available government funding;

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## EDMONTON'S HERITAGE SECTOR

- Provincial Archives of Alberta, major Alberta Centennial project;
- City of Edmonton designated as a Cultural Capital of Canada in 2007; the Art of Living: A Plan for Securing the future of Arts and Heritage in the City of Edmonton, 2008-2018 was created;
- The Edmonton Heritage Council was established in 2010.
- Three major heritage facilities currently under construction in 2013, with openings scheduled between 2014 and 2017.

# TRENDS TO CONSIDER

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- Changing Demographics, Population Growth
- Generational Change
- Public Involvement
- 24/7 Access to Information
- Advances in Digital Technology
- Globalization of Culture

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## SECTION 1 | INVENTORY

- Provincial, municipal and community museums
- Provincial, municipal and community archives
- Provincial historic sites
- Heritage programs
- Heritage groups and organizations
- Municipal heritage agencies
- Friends societies and heritage foundations
- Independent heritage professionals
- Independent heritage practitioners
- Cultural heritage preservation

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## SECTION 1 | INVENTORY

### **Recommendation 1.1**

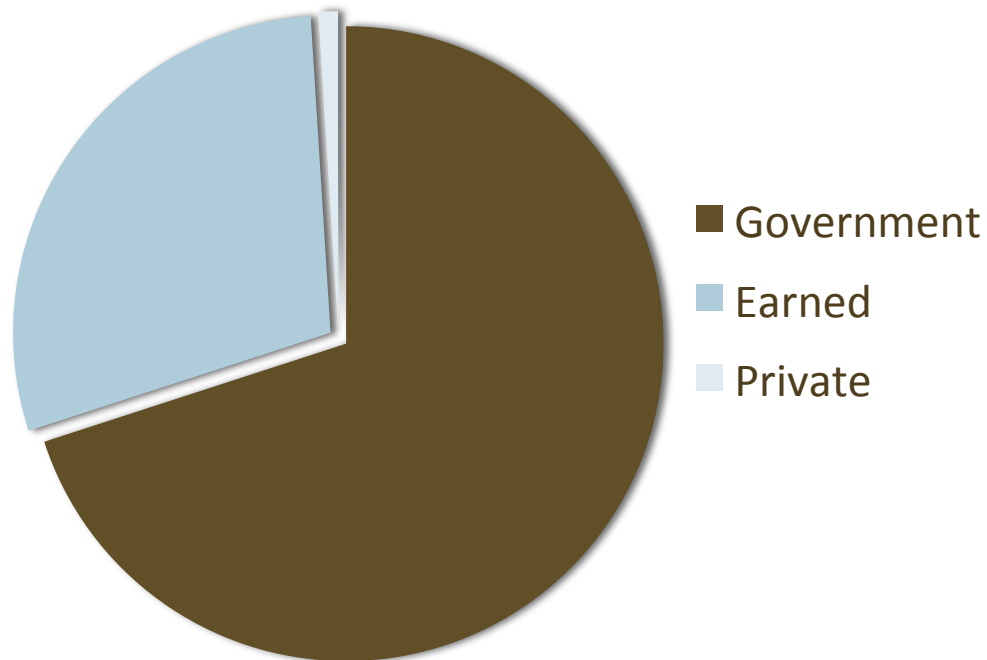
That a survey of Edmonton's heritage sector is regularly undertaken with full sector support to coincide with other sector surveys at the provincial/federal level to provide comparative data.



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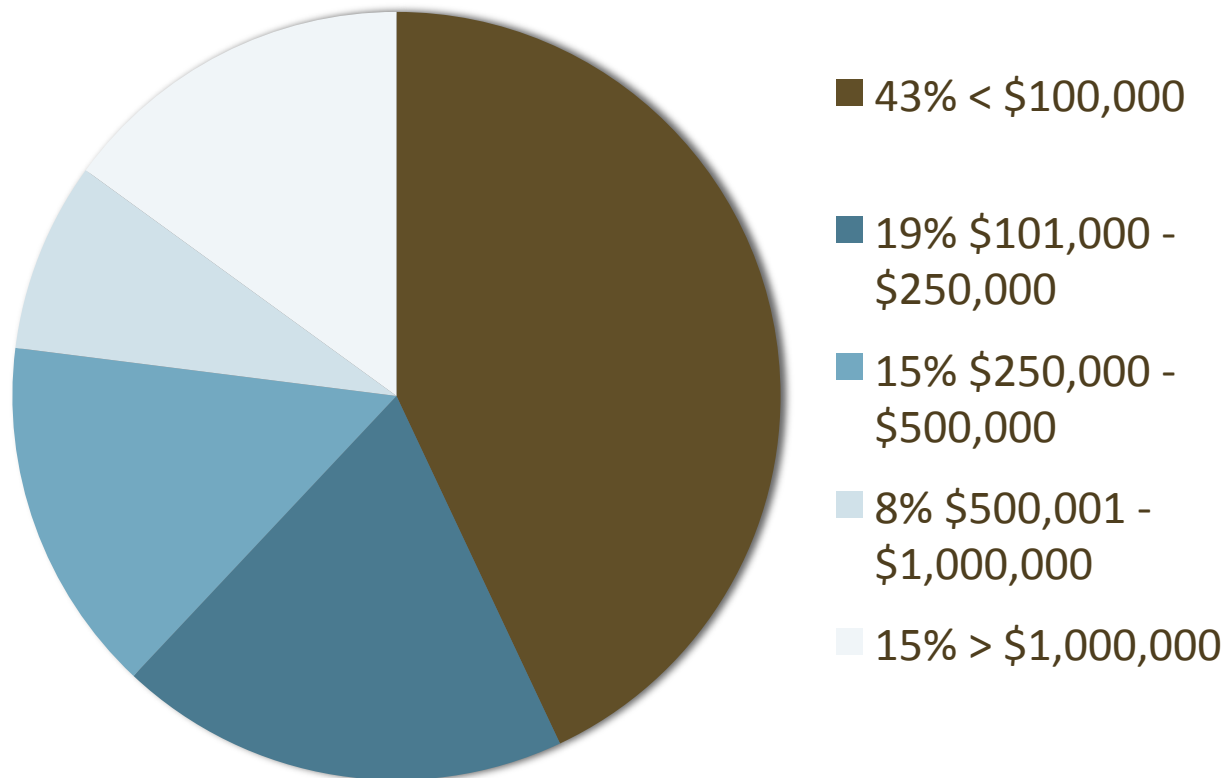
## SECTION 2 | FUNDING EDMONTON'S HERITAGE SECTOR



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## SECTION 2 | FUNDING EDMONTON'S HERITAGE SECTOR

16 Groups or Institutions, or 61% of the sector, had members;

15 Groups or Institutions, or 57% of the sector, have a current strategic plan. 4 groups indicated that they are currently working on reviewing their strategic plan.

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## SECTION 2 | FUNDING EDMONTON'S HERITAGE SECTOR

### **Recommendation 2.1**

That Edmonton's Heritage stakeholders examine ways to broaden their base of operational funding to include strategies for developing greater community/philanthropic support and creating diverse earned revenue streams to help buffer any cuts to government program funding;

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## SECTION 2 | FUNDING EDMONTON'S HERITAGE SECTOR

### **Recommendation 2.2**

That Edmonton's Heritage stakeholders need to examine ways to reconnect with and renew their membership base to provide a platform from which to build community support for their group or institution's mandates and operations.

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## SECTION 2 | FUNDING EDMONTON'S HERITAGE SECTOR

### **Recommendation 2.3**

That Edmonton's Heritage stakeholders look to develop long-range strategic plans that address fiscal and operational sustainability.

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## SECTION 3 | EDMONTON'S HERITAGE RESOURCES

80% of collecting institutions have collection policies;

7 institutions have both archival and artifact collections;

3 institutions provide online access to their collections.

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## SECTION 3 | EDMONTON'S HERITAGE RESOURCES

### **Recommendation 3.1**

That heritage stakeholders develop and promote opportunities for the public to access to Edmonton's heritage resources online (see recommendation 5.1).



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## SECTION 3 | EDMONTON'S HERITAGE RESOURCES

### **Recommendation 3.2**

That heritage stakeholders develop and promote opportunities for the public to access to Edmonton's heritage resources online (see recommendation 5.1).

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## SECTION 3 | EDMONTON'S HERITAGE RESOURCES

### **Recommendation 3.3**

That heritage stakeholders foster greater involvement of Edmonton's cultural heritage organizations in dialogue related to the preservation of Edmonton's heritage, including opportunities for cultural representation on Boards, ad-hoc and standing committees, participation in workshop presentations, and the like.

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## SECTION 4 | THE PUBLIC FACE OF HERITAGE

44% of heritage groups utilize volunteers;

75% of heritage groups are governed by boards.  
On average the boards are made of 11 people.  
75 % of boards have board governance policies;

62% of heritage groups have staff;

15 independent heritage professionals which  
also support Edmonton's heritage sector.

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## SECTION 4 | THE PUBLIC FACE OF HERITAGE

### **Recommendation 4.1**

That a central Edmonton heritage job board be created to promote volunteer, employment and contract opportunities for Edmonton heritage workers.

There might be opportunity to partner/ collaborate with the EAC in the development of a central cultural job board.

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## SECTION 5 | PUBLIC ACCESS TO HERITAGE

Of the groups that provided public access to heritage through collections, exhibitions, programs and/or other services, 95% (19/20) are accessible weekdays, 73% (14/19) are accessible on weekends, 5% (1/20) accessible only by appointment;

A total of 9 of 27 responding groups have resources available online; 3 groups provide access to collections online; 4 provide virtual exhibits or tours online, 2 have provided build heritage resources online, and 2 have an online retail presence.

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## SECTION 5 | PUBLIC ACCESS TO HERITAGE

### **Recommendation 5.1**

That Heritage stakeholders further develop and promote opportunities for the public to access to Edmonton's heritage resources online (see Recommendation 3.1)

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## SECTION 5 | PUBLIC ACCESS TO HERITAGE

### **Recommendation 5.2**

That Heritage stakeholders increase the level to which the public can access community heritage resources onsite by expanding their hours of operation.

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## SECTION 6 | PROMOTION OF EDMONTON'S HERITAGE

- The market for education programming was generally categorized as K-12, with an emphasis on the core social studies curriculum of Grades 4 and 6.
- The core markets for other public programming and events was general categorized as family, seniors and children in the survey responses.
- The core markets for general admission was generally categorized as families.



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## SECTION 6 | PROMOTION OF EDMONTON'S HERITAGE

All heritage groups and institutions surveyed have a website, however the variable quality of these websites should be noted;

11 of the 53 groups surveyed utilize social media to engage audiences; only 27% (3/11 of those that use social media as an engagement tool have a formal social media policy.

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## SECTION 6 | PROMOTION OF EDMONTON'S HERITAGE

### **Recommendation 6.1**

That heritage stakeholders align marketing strategies with those of external marketing organizations such as Travel Alberta and Edmonton Tourism and with new marketing initiatives coming forward through the Edmonton Heritage Network;

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## SECTION 6 | PROMOTION OF EDMONTON'S HERITAGE

### **Recommendation 6.2**

That additional market research be undertaken by the heritage sector to better identify local and travel market demographics, consumer habits, media use, and anticipated needs; this includes the development of universal visitor tracking mechanisms;

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## SECTION 6 | PROMOTION OF EDMONTON'S HERITAGE

### **Recommendation 6.3**

That heritage stakeholders undertake social media training and develop social media policies that support and enhance audience engagement strategies.

