

Foundational Statements & Strategic Goals 2014-2016

The **vision** of the Edmonton Heritage Council is of a city where people are connected to Edmonton's story, making history and heritage a valued and integral part of community life.

The **mission** of the Edmonton Heritage Council is to support the work of individuals and organizations that:

- research, preserve, protect and present Edmonton's unique heritage
- promote an understanding of how this distinct place and community came to be
- engage with the past in planning for the future.

The **mandate** of the Edmonton Heritage Council is to:

- provide a forum for analyzing, discussing and sharing heritage issues in Edmonton
- advocate for a vibrant heritage community and heritage programs that benefit all Edmontonians
- unify Edmonton's heritage community and give it a voice
- promote the awareness and development of effective, informed and recognized heritage principles and practices.

Strategic Goals

In achieving our vision (2014-2016), we will:

1. Build relationships

Our goal is to fill a gap in Edmontonians' relationship with their city, providing a strong sense of place by connecting them with Edmonton's story and heritage.

The Edmonton Heritage Council is in the relationship business. The Edmonton Heritage Council fills a gap in Edmontonians' relationship with their city and addresses the desire for a sense of self and place that people value and share. EHC helps meet the need for a coherent Edmonton story by presenting our heritage with expertise, authority, sensitivity, courage and playfulness. We give voice to the city's personality.

2. Animate conversations and spark action

Our goal is to engage and activate citizens with Edmonton's story and heritage, encouraging them to join the conversation and take action to discover and enhance Edmonton's heritage

The Edmonton Heritage Council is an organizer, a catalyst, a steward and an advocate for Edmonton's heritage, connecting with Edmontonians to animate conversations and spark action toward a more confident, lively and attractive city. The Council's work makes Edmontonians better planners, better builders, and better citizens. By valuing and activating our heritage and our history, we're telling the world how seriously we take our future.

3. Help transform Edmonton's heritage "climate" and sector

Our goal is to make Edmonton's history and heritage indispensable to Edmonton's citizens: to newcomers, to those already here, to those not yet convinced about the power and resonance of this place.

With our heritage and community partners, we innovate and collaborate to more effectively connect with Edmontonians. We do this because it is culturally, socially and economically valuable.

An important part of this transformation is EHC's lead role in developing a museum about Edmonton — which is active now by creating a living museum in the cityscape. We think of the city as a museum, as an unfolding story, and the Heritage Council is an important creative director, inviting Edmontonians to see it and help make it.

4. Evolve EHC's operations to maximize and grow opportunities

Our goal is to develop our business and staffing model to lead and support Edmonton's heritage sector more effectively: through our programs and services, through our partnerships and collaborations, and by using our strategic budget and funding development potential to maximize and grow our opportunities.

The EHC Story

People have always come to this bend on a river: to trade, to prosper, to worship, to grow.

What they passed down and left behind – rituals, buildings, history and mystery – is our city's memory. Too often, this city of the future erases its past — its personality.

Edmontonians created the Edmonton Heritage Council in 2009 to help them remember once more. The Edmonton Heritage Council is here to be the voice, the narrator, of the city's memory, an active and provocative link between historians, educators, artists, philanthropists, government, and entrepreneurs: everyone who seeks to understand where our history meets our future.

We make Edmonton's history and heritage indispensable to newcomers, to those already here, to those unconvinced about the power and resonance and beauty of this place. We do this because the effort is not only noble but valuable: culturally, socially, economically.

We think of the city as a museum, as an unfolding story, and the Heritage Council is its creative director: we invite Edmontonians to see it, feel it, tell it, make it.

We think of the city as a storied and bustling stage, where thousands of narratives abut and intertwine. We think of ourselves as the stage's promoter and curator, the animator and champion of the common element in these stories.

This is how we help lead a conversation, and action, toward a more confident and lively and attractive city. The council's work will make us better planners, better builders, better voters, better citizens, more interesting and compelling to outsiders who just arrived on this fortunate bend on a river.

By valuing and activating our heritage and our history, we're telling the world, and Edmontonians, how seriously we take our future.