

Municipality of Jasper
Committee of the Whole Meeting Agenda
October 27, 2026 | 9:30 am
Jasper Library & Cultural Centre – Quorum Room

Notice: Council members and staff are in Council chambers for meetings. Members of the public can attend meetings in person; view meetings through the Zoom livestream; or view archived Council meetings on YouTube at any time. To live-stream this meeting starting at 9:30 am, use the following Zoom link:
<https://us02web.zoom.us/j/87657457538>

1. Call to order Deputy Mayor Hall to chair meeting

2. Additions to agenda

3. Approval of agenda

3.1 October 27, 2026 Committee of the Whole agenda attachment

4. October 13, 2026 Committee of the Whole meeting minutes attachment

4.1 Business arising from minutes

5. Delegations

6. Correspondence

7. New business

7.1 Municipality of Jasper Library Board attachment

7.2 The Evergreens Foundation attachment

7.3 Community Futures West Yellowhead attachment

7.4 Jasper-Yellowhead Museum & Archives attachment

7.5 Jasper Heritage Folk & Blues Society attachment

7.6 Habitat for the Arts attachment

7.7 Jasper Pride Festival Society attachment

7.8 UpLift! Jasper Mural Festival attachment

7.9 Transit Quarterly Report attachment

7.10 Transit Ridership Reporting – Councillor Rodger verbal

8. Motion Action List attachment

9. Councillor upcoming meetings

10. Upcoming events

No Stone Left Alone – 10:30am-11:30am, Friday, November 6, Jasper Cemetery

Culture Night – 5:00pm-8:00pm, Saturday, November 7, Jasper Activity Centre

Departmental Budget Presentations – 9am start, November 24 & 25

All regular and committee meetings of Council are video-recorded and archived on YouTube.

Municipality of Jasper
Committee of the Whole Meeting Agenda
October 27, 2026 | 9:30 am
Jasper Library & Cultural Centre – Quorum Room

11. In-Camera

11.1 Indigenous Relations Strategy ATIA s.26(1)(a)(iii), 29(1)(a)

12. Adjournment

Municipality of Jasper
Committee of the Whole Meeting Minutes
Tuesday, October 13, 2026 | 9:30am
Jasper Library & Cultural Centre, Quorum Room

Virtual viewing and participation	Council attendance is in Council chambers at the Jasper Library & Cultural Centre. This meeting was also conducted virtually and available for public livestreaming through Zoom. Public viewing during Council meetings is through both Zoom livestreaming and in-person attendance. Public participation is facilitated through in-person attendance.		
Present	Mayor Richard Ireland, Deputy Mayor Wendy Hall, Councillors Kable Kongsrud, Ralph Melnyk, Danny Frechette, Kathleen Waxer, and Laurie Rodger		
Absent	none		
Also present	Bill Given, Chief Administrative Officer Lisa Daniel, Executive Advisor Emma Acorn, Legislative Services Coordinator Bob Covey, The Jasper Local 9 observers		
Call to Order	Deputy Mayor Hall called the October 13, 2026 Committee of the Whole meeting to order at 9:30am.		
Additions/deletions to the agenda	Both Councillor Laurie Rodger and CAO Bill Given made requests for in-camera items to be added to the agenda.		
Approval of agenda #435/26	MOTION by Councillor Waxer that Committee approve the agenda for the October 13, 2026 Committee of the Whole meeting as amended: <ul style="list-style-type: none">• Add 10.1 Personnel Matter – requested by Councillor Laurie Rodger• Add 10.2 Personnel Matter – requested by Administration		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Business arising from minutes	Committee discussed the Transit Business Plan which was discussed at the September 29, 2026 Committee of the Whole meeting and then formally approved at the October 6, 2026 Regular Council meeting.		
Delegations	none		
Correspondence	none		
Economic Development Capacity & Funding #436/26	Committee received a request for decision from Administration regarding Economic Development Capacity & Funding. CAO Bill Given reviewed the recommendations and alternatives for Committee's consideration. MOTION by Mayor Ireland that Committee refer consideration of an Economic		

Development Coordinator position, for a term of up to four years, to the 2027 budget process.

FOR	AGAINST	
5 Councillors	2 Councillors (Rodger, Kongsrud)	CARRIED

#437/26 MOTION by Mayor Ireland that Committee recommend Council request approval from PrairiesCan to redirect currently unallocated funding under the Community Economic Development & Diversification funding agreement to support an Economic Development function for Jasper.

FOR	AGAINST	
7 Councillors	0 Councillor	CARRIED

#438/26 MOTION by Mayor Ireland that Committee authorize Administration to seek additional funding to support an Economic Development function.

FOR	AGAINST	
7 Councillors	0 Councillor	CARRIED

Recess Deputy Mayor Hall called a recess from 10:30am to 10:35am.

Extension of Parks
Canada Land Rent
Relief Committee received a report with recommendations and alternatives regarding the Municipality of Jasper's land rent which is paid to the Government of Canada. Mr. Given reviewed the background information and answered Committee questions.

#439/26 MOTION by Councillor Frechette that Committee recommend Council authorize the Mayor to write to the Government of Canada requesting that the Municipality of Jasper's land rent remission provided under the Jasper National Park of Canada Rent and Fee Remission Order; and other Jasper National Park leaseholders as appropriate, be extended from March 31, 2027 to March 31, 2029.

FOR	AGAINST	
7 Councillors	0 Councillor	CARRIED

Rural Renewal
Stream Committee received a request for decision with an update on the Rural Renewal Stream. Executive Advisor Lisa Daniel reviewed the program; recent updates; recommendations; and alternatives.

#440/26 MOTION by Councillor Waxer that Committee recommend Council advocate to the Government of Alberta for an increased allocation under the Rural Renewal Stream for 2027 to better support Jasper's workforce and economic recovery needs; and

That Committee recommend Council consider appointing one member of Council to the Jasper Rural Renewal Steering Committee in accordance with Policy A-107, Council Representation on External Boards and Committees.

	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Business Continuity Plan Development #441/26	<p>Ms. Daniel provided a brief update on the Business Continuity Plan Development which is included in the agenda package.</p> <p>MOTION by Councillor Waxer that Committee receive the Business Continuity Plan Project Update for information.</p>		
	FOR 7 Councillors	AGAINST 0 Councillor	CARRIED
Motion Action List #442/26	<p>Administration reviewed the Motion Action List.</p> <p>MOTION by Councillor Frechette that Committee approve the updated Motion Action List with the removal of the following items:</p> <ul style="list-style-type: none"> • Jasper Economic Impact & Opportunity Assessment • Rural Renewal Program 		
	FOR 7 Councillors	AGAINST 0 Councillors	CARRIED
Councillor upcoming meetings	Councillor Melnyk plans to attend a Community Futures West Yellowhead meeting of the board of directors on October 28th in Hinton.		
Upcoming Events	Council reviewed a list of upcoming events.		
Move In-camera #443/26	<p>MOTION by Mayor Ireland to move in-camera at 11:15am to discuss agenda item:</p> <ul style="list-style-type: none"> • 10.1 Personnel matter • 10.2 Personnel matter 		
	FOR 7 Councillors	AGAINST 0 Councillors	CARRIED
	Mr. Given also attended the in-camera session.		
Move out of camera #444/26	<p>MOTION by Councillor Waxer to move out of camera at 12:05pm.</p>		
	FOR 7 Councillors	AGAINST 0 Councillors	CARRIED
Adjournment #445/26	<p>MOTION by Mayor Ireland that, there being no further business, the Committee of the Whole meeting of October 13, 2026 be adjourned at 12:06pm.</p>		
	FOR 7 Councillors	AGAINST 0 Councillors	CARRIED

AGENDA ITEM 7.1

Municipality of Jasper

Municipal Contribution Request Form External Groups - BUDGET 2027



Date:	October 5, 2026
Submitted by:	Angela Thom
Name of Group:	Municipality of Jasper Library Board
Phone Number:	780-852-3652
Email:	athom@jasper-alberta.ca
Mailing Address:	PO 1170, Jasper AB T0E 1E0
Total Amount Requested:	\$248,000
Strategic Alignment: <i>If additional space is required, please attach document to form.</i>	<p>Does your request align with Council's Strategic Priorities? Explain which priority and how your project aligns.</p> <p>Council Strategic Priorities 2026 - 2030 - Link</p> <p>Library operations most closely align with Community Connection. Being a welcoming, accessible and comfortable space that is open to the public allows library staff to create a popular community gathering space. Through library programs and events library visitors are able to meet others, engage in conversation and learn new things.</p> <p>The library also contributes to Economic Health as a location that provides a comfortable place to work, study or play for visitors as well as seasonal workers. The provision of internet access and printing services is used by all.</p>
Project Narrative: <i>If additional space is required, please attach document to form.</i>	<p>Help us understand what the group intends to do with any funds received from the Municipality.</p> <p>As per the Alberta Libraries Act and Regulation all funds are used to provide library services to the community of Jasper. Library services include, but are not limited to, the circulation of physical materials, help with research, access to resources, office services, exam supervision, meeting rooms, public computers and free wifi. Programs and events are offered by the library and in partnership with other organizations.</p>

Did your group receive funding in a prior fiscal year?	Yes ☒	No ☐
If yes, how much was requested?	\$213,156	
If yes, which year?	2025	
If yes, how much was approved?	\$213,156	
If yes, please attach your prior year project summary report.	<small>Presented to council May 19 https://www.jasper-alberta.ca/Home/DownloadMeeting/2b9a5f4-7696-470a-961d-11f</small>	

Have you attached financial statements?	☐	☐	☐
---	--------------------------	--------------------------	--------------------------



Jasper Municipal Library

Budget 2027

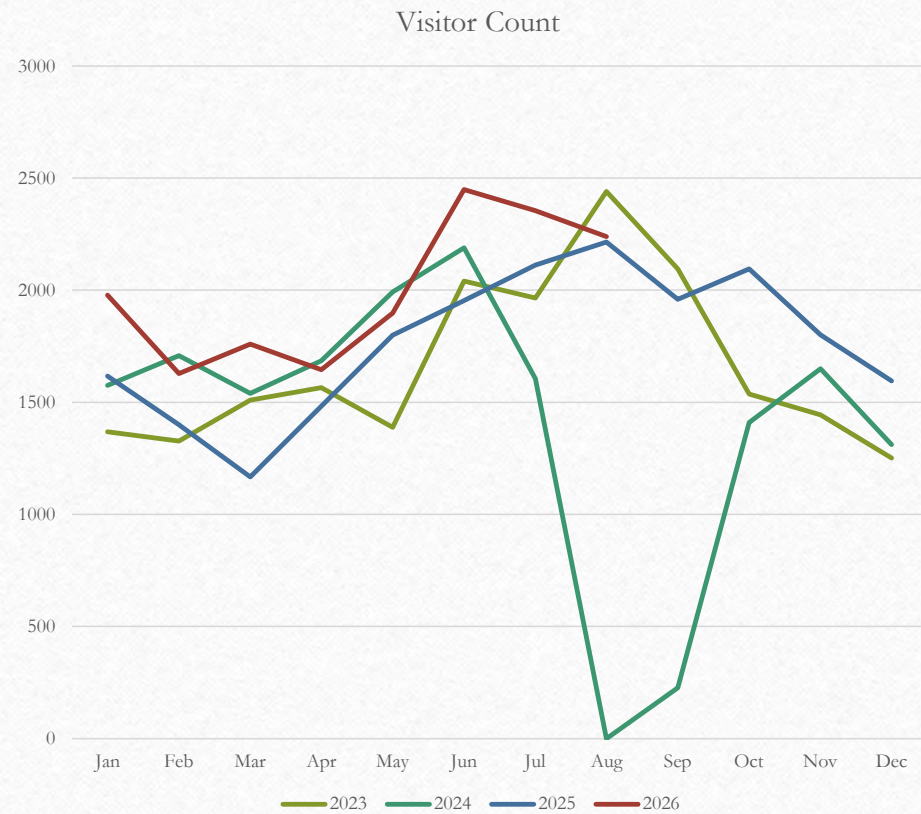


Library Plan of Service Goals

- Provide a welcoming, accessible & comfortable space for our community
- Increase awareness of the library and provide opportunities for interaction & engagement
- Support caregivers & their preschoolers in developing literacy & social skills
- Offer opportunities for kids & teens to develop & strengthen their literacy skills
- Offer opportunities for teens to have a say in library collections & services
- The library will have collections, programs, services & spaces to facilitate lifelong learning

Visitor Count 2026

Strong numbers continue



Who uses the Library?



- Residents
- Seasonal staff
- Visitors
- MOJ
 - Baby and Me
 - Creative Corner
 - Jasper Life Nerf Night
- École Jasper Elementary School
- Jasper Community Team Society
- Jasper Rotary Club

What is the library used for?

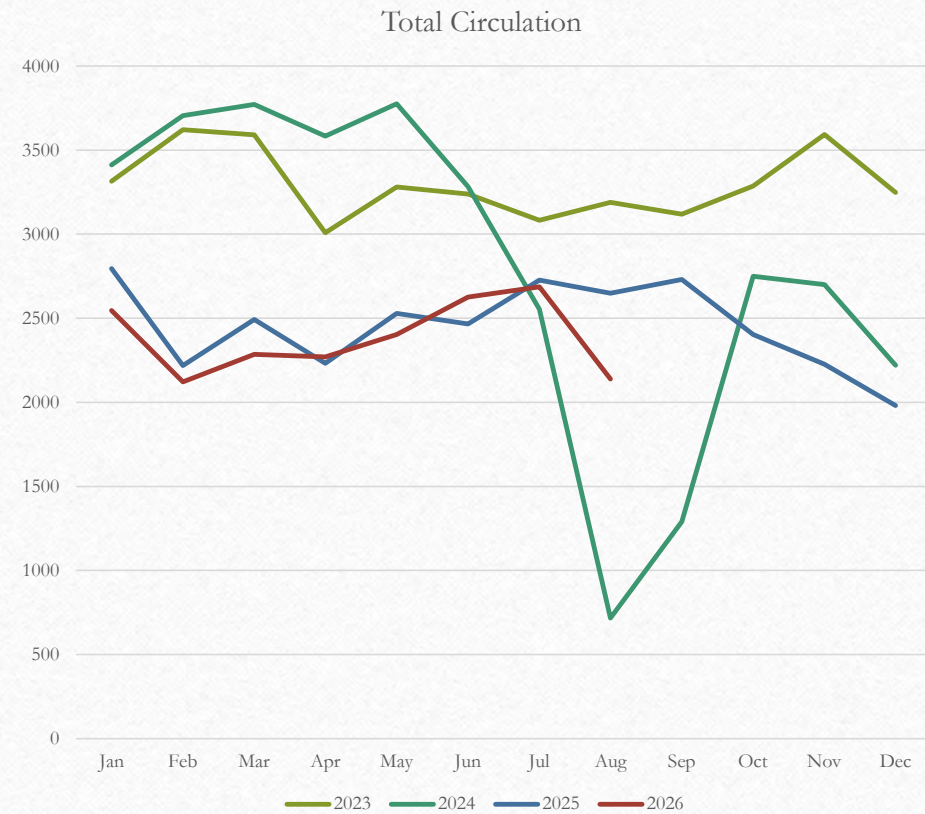
- Internet and Computers
- Office Services
 - Photocopy
 - Print
 - Scan
 - Fax



- To find something
 - Information
 - Entertainment
- Space
 - Work, learn, play or relax
 - Meet
 - Wait
- Programs & Events

Circulation 2026

Lingering impact of the Jasper
Wildfire





2027

Changes and Challenges

Legislative Changes

Libraries Act updated May 2026

Libraries Regulation (Bill 28)
amended July 2026

Operational Guidelines issued
Sept 2026

Policies and Procedures
implementation by January 1,
2027

- Board
 - New or revised policies including age restrictions
 - Approve new procedures
 - Oversight for compliance
 - Address situations as they arise
- Director
 - Assist in creation of new policies, and procedures
 - Staff training and support implementation
 - Address situations as they arise
- Staff
 - Apply policies and procedures including age verification and access processes
 - Review collections to meet new restricted criteria
 - Educate library members on new policies and procedures
 - Address situations as they arise



CFLA
FCAB

Canadian Federation
of Library Associations
Fédération canadienne des
associations de bibliothèques

"Canadians should understand that the changes being imposed on Alberta libraries establish both censorship and surveillance. While the government has not named the specific titles libraries must restrict, government representatives have identified the kinds of materials being targeted. Alberta libraries are not being given the option to determine that their collections are appropriate and should remain fully accessible.

For decades, Canada's libraries have upheld and promoted the universal principles of intellectual freedom reflected in the Universal Declaration of Human Rights, including the freedoms to hold opinions and to seek, receive, and share information and ideas through any media and regardless of frontiers. We are deeply concerned to see a government in Canada move toward censorship and increased surveillance of people's reading choices."

<https://cfla-fcab.ca/en/canadian-library-month-2026-statement/>



Budget Request



Jasper Municipal Library

2025-09-31

Open 48 hours per week

Revenues	Budget 2026	YTD 2026	Budget 2027	Projected 2028	Projected 2029	Projected 2030	
Grant - Municipal Tax	218,485	159,149	248,000	254,200	260,555	267,069	additional PT
Grant - Alberta Government	34,704	34,704	34,704	34,704	34,704	34,704	no expected increase
Interest Income	500	84	500	500	500	500	
Fees for Service	5,100	5,869	4,600	3,600	3,600	3,600	
Used Book Sale	1,500	685	1,500	1,500	1,500	1,500	
Donations	500	107	500	500	500	500	
Donations from Friends of the Library	-	30	-	-	-	-	
ACFA Custodial Fees	2,294	-	2,374	2,445	2,519	2,594	10% custodial
From Operation Reserves	14,000	-	16,000	-	-	-	
Revenues Total	277,083	200,628	308,178	297,449	303,878	310,467	
Expenditures	Budget 2025	YTD 2025	Budget 2026	Projected 2027	Projected 2028	Projected 2029	
Physical Collections	7,750	2,720	6,750	6,750	6,500	6,500	
Electronic Resources	3,000	-	2,000	2,500	2,500	2,500	
Library Resources Total	10,750	2,720	8,750	9,250	9,000	9,000	
Salaries and Benefits	223,685	165,263	256,574	242,066	255,896	261,927	
Professional Development	3,000	4,082	3,000	3,000	3,000	3,000	
Volunteers	1,200	-	700	700	700	950	
Staff & Volunteers Total	227,885	169,345	260,274	245,766	259,596	265,877	
Programs & Promotions	1,750	930	1,750	1,850	1,850	1,850	
Promo & Program Total	1,750	930	1,750	1,850	1,850	1,850	
Financial Review	1,000	-	1,000	1,000	1,000	1,000	
Board Expenses	1,000	169	1,000	1,000	1,000	1,000	
Operational Expenses	9,100	4,853	9,150	9,475	9,625	9,850	
Admin & Bd Subtotal	11,100	5,022	11,150	11,475	11,625	11,850	
Janitorial & Maint. - Supplies	2,000	54	2,250	2,250	2,500	2,500	includes furniture cleaning
Custodial Fees paid to Municipality	23,050	16,907	23,742	24,454	25,188	25,944	
Insurance	1,100	908	1,150	1,200	1,250	1,300	
Building Op Subtotal	26,150	17,869	27,142	27,904	28,938	29,744	
Capital - Furniture & Equipment	-	95.00	-	-	-	-	
Capital - Building	-	-	-	-	-	-	
Contribution to Capital Reserves	-	-	-	-	-	-	
Capital Subtotal	-	95.00	-	-	-	-	
TOTAL EXPENDITURES	\$ 277,635	\$ 195,981	\$ 309,066	\$ 296,245	\$ 311,009	\$ 318,321	
Surplus (deficit)	\$ (552)	\$ 4,646	\$ (888)	\$ 1,204	\$ (7,131)	\$ (7,854)	

AGENDA ITEM 7.2

Municipality of Jasper

Municipal Contribution Request Form External Groups - BUDGET 2027



Date:	August 25, 2026
Submitted by:	Leah Sorenson
Name of Group:	The Evergreens Foundation
Phone Number:	780-865-5444
Email:	exec.asst@theegf.com
Mailing Address:	101 Athabasca Ave, Hinton AB, T7V 2A4
Total Amount Requested:	\$10,000.00
Strategic Alignment: <i>If additional space is required, please attach document to form.</i>	<p>Does your request align with Council's Strategic Priorities? Explain which priority and how your project aligns.</p> <p>Council Strategic Priorities 2026 - 2030 - Link</p> <p>Community Connection- Improve transportation systems for residents.</p>
Project Narrative: <i>If additional space is required, please attach document to form.</i>	<p>Help us understand what the group intends to do with any funds received from the Municipality.</p> <p>Alpine Traveler Bus Service</p>

Did your group receive funding in a prior fiscal year?	Yes ☒	No ☐
If yes, how much was requested?	\$10,000.00	
If yes, which year?	2021-2026	
If yes, how much was approved?	\$10,000.00	
If yes, please attach your prior year project summary report.		

Have you attached financial statements?	☐	☐	☐
---	--------------------------	--------------------------	--------------------------



101 Athabasca Avenue
Hinton, AB T7V 2A4

Telephone 780-865-5444

Email info@evergreensfoundation.com

The Alpine Traveler Bus Service continues to provide essential door-to-door transportation for seniors and community members in Jasper. This valuable service supports residents in maintaining their independence, accessing essential services and staying connected and engaged within their community.

Our key trips include:

- Hinton shopping/appointments- Operates twice a month. Door-to-door service provided, driver provides mobility assistance to passengers and retrieves any items when needed.
- Within Jasper (essential services such as banks, grocery stores, pharmacy, medical offices)- Operates twice a month with the same assistance provided as above.
- Jasper Seniors Society Outings- Spring Picnic, Fall Dinners, Maligne Lake Boat Cruise.
- This bus also provided emergency evacuation service during the 2024 Jasper wildfire.

The Alpine Traveler Bus service continues to support the Municipality of Jasper's Strategic Priorities, particularly *Community Connection*, by helping residents remain connected to their community and participate in shared experiences, outings and essential day-to-day activities.

To ensure this important service can continue, The Evergreens Foundation is requesting \$10,000 in funding support from the Municipality of Jasper for 2027. This funding will primarily cover the additional insurance required to transport non-Evergreens Foundation residents. A portion of the funding will also help offset fuel and maintenance costs and cover the cell phone required for the community booking line. Municipal support is essential to our ability to make the Alpine Traveler available to the broader Jasper community. Without this funding, we would be unable to continue providing this service to non-Evergreens residents.

The Alpine Traveler is much more than a transportation program, it provides connection, independence, and an improved quality of life for the residents who rely on it. Continued funding will allow us to provide safe, inclusive and accessible transportation to Jasper residents throughout the coming year.

Below are a few photos highlighting the Alpine Traveler trips and outings over the past year.





The Alpine Traveller

HINTON TRIPS \$20

1st & 3rd Monday of the month
Home pickups start at 8:00am &
leave from Hinton at 2:00pm

JASPER TOWN TRIPS \$7

1st & 3rd Friday of the month
Home pickups start at 1:00pm

Call 780-931-9800
to book



Trips are open to all Jasperites!

AGENDA ITEM 7.3

Municipality of Jasper

Municipal Contribution Request Form External Groups - BUDGET 2027



Date:	October 2, 2026
Submitted by:	Nancy Robbins
Name of Group:	Community Futures West Yellowhead
Phone Number:	780-865-1224
Email:	nrobbins@albertacf.com
Mailing Address:	221 Pembina Avenue, Hinton, Alberta T7V 2B3
Total Amount Requested:	\$10,000
Strategic Alignment: <i>If additional space is required, please attach document to form.</i>	<p>Does your request align with Council's Strategic Priorities? Explain which priority and how your project aligns.</p> <p>https://jasper.municipalwebsites.ca/UploadFiles/Docs/CouncilStrategicPlan2022web_qnaJGL.pdf</p> <p>Economic Health: Business Vitality and Visitor Economy (see presentation)</p>
Project Narrative: <i>If additional space is required, please attach document to form.</i>	<p>Help us understand what the group intends to do with any funds received from the Municipality.</p> <p>MOJ funds help us with regional work in terms of supporting regional initiatives such as business walks and Lemonade Day as well as supporting wages for the organization.</p> <p>Financial statements are available on our website at www.westyellowhead.albertacf.com.</p>

Did your group receive funding in a prior fiscal year?	Yes ☒	No ☐
If yes, how much was requested?	\$10,000	
If yes, which year?	2026	
If yes, how much was approved?	\$10,000	
If yes, please attach your prior year project summary report.		

Have you attached financial statements?	☒
---	-------------------------------------



Jasper Council Presentation

October 20, 2026

Presented by: Nancy Robbins | General Manager

Who is Community Futures West Yellowhead?



Community Organization

Community Futures West Yellowhead is a federally funding organization offering the Community Futures program to Jasper, Edson, Hinton, Grande Cache and its surrounding cooperatives and enterprises and Yellowhead County



Business Development Services

We are funding by Prairies Economic Development (PrairiesCan) for our core services of business coaching, business training, business financing and community economic development



Regional Experience

2026 will be our 39th year of operating in the West Yellowhead region

Role of Members in the Corporation ("the Municipalities")

We are a non-profit corporation under section 9 of the Business Companies Act

The five municipalities where we work are the Members of the corporation owning 20% each

Those Members can appoint directors as follows:
two directors representing the Member as appointed by the Member

Members usually appoint an alternate as well that can replace the director if required at attendance at General Meetings

Operating Funds versus Investment Funds



Operating Fund

Utilized for the day-to-day operations of the organization.



Investment Fund

Comprises dedicated loan funds.



Funding Restrictions

With few exceptions, loan funds cannot be used for daily operations, as they are intended for lending to businesses in our region.



Annual Audit

A mandatory audit is conducted each fiscal year in May, resulting in Audited Financial Statements.

Operating Funds

Primary Funder

Primary funder is Prairies
Economic Development
(PrairiesCan)

Quarterly Funding

We receive \$73,741.00 per quarter
for a total of \$294,964 per year

Funding Stability

Funding is stable and there is no
anticipated increase expected

Budget Allocation

Our budget is approximately \$500,000 each year - mainly
because we leverage our funds for grants, loan interest
transfers, sponsorships, loan fees and municipal funds
towards projects and operating costs.

Leveraging Strategy

Our goal is to leverage our federal funding as much as
possible to do our work in the region - our ask of the
municipalities is part of leveraging these funds



"Entrepreneurs and Opportunities are Connected"

Business coaching

We prefer the term "coaching" over "counselling"

Our most popular service is business planning and cash flow management

We also help with business resources and referrals and answer questions ranging from bookkeeping to marketing to GST

We usually meet clients in our office or in other locations throughout the region

Client sessions last from 10 minutes to 120 minutes depending on what they come to see us about

We aim for multiple sessions instead of just one session to help our clients as much as possible

Business Training

1

Training usually focuses on the needs of our businesses in the region and are sometimes community specific

2

In 2025-2026, our focus is on business continuity planning, cash flow development and supporting regional and business recovery

3

Training can be online, face-to-face and is usually in a group setting

4

Check our CF LaunchPad for some individualized training programs

<https://westyellowhead.albertacf.com/services/business-training-programs/launch-pad>

Business Financing

- We can loan up to \$150,000 to clients for start up, expansion and maintenance of their business

- Loans are approved by our Investment Review Committee (comprised of 5 board members – one from each community)

- Clients usually need a bank referral or refusal to access funds

Community Economic Development

1

Economic development projects aim to be revenue-neutral and have community partners

2

CFWY works in partnership with the Jasper in supporting the business community and works within the entrepreneurial ecosystem that presently exists in the community.

3

Municipal funding supports economic development through contributing to operational costs, being sponsors for local events and covering logistics for our CED work

In the Past Five Years....

- **178 community economic development projects and training opportunities** with **860 local partnerships** (including our municipalities) and have **received \$1.109 million** in provincial and federal grants, corporate sponsorships and municipal funding to conduct these projects. This is in addition to the **\$3.1 million** received for the Jasper Recovery Program to support Jasper's economic recovery.
- Created, maintained and expanded through business coaching, **1861 small businesses** in the West Yellowhead and **trained 1783 West Yellowhead entrepreneurs** through business training events
- Held **4826 business advisory services** with one-on-one coaching sessions on issues such as business planning, cash flow, how to file GST and mental wellness for business owners.
- Dispersed **170 loans** for a total of **\$3.6 million** and created, maintained and expanded **547 jobs** through our loan programs
- In total, we have served **2332 clients** through our core services of business coaching, business financing, business training and community economic development initiatives.

Economic Health: Jasper's Strategic Priority

1

Business Vitality

Support local businesses to
enhance economic resilience

2

Visitor Economy

Provide and maintain the core services and
infrastructure that enable the visitor
economy

3

**We continue to work in
partnership with the economic
ecosystem in Jasper to support
small business recovery**

CFWY's programs and services directly support Jasper's Economic Health priority by helping local entrepreneurs start, grow, and strengthen their businesses and in turn, support larger resource industries and economic diversity.



Nancy Robbins

General Manager

Community Futures West Yellowhead

nrobbins@albertcf.com

(780) 865-1224

AGENDA ITEM 7.4

Municipality of Jasper

Municipal Contribution Request Form External Groups - BUDGET 2027



Date:	2026/10/02
Submitted by:	Jasper-Yellowhead Historical Society
Name of Group:	Jasper-Yellowhead Museum and Archives
Phone Number:	780-852-3103
Email:	board@jaspermuseum.org
Mailing Address:	Box 42, Jasper AB. T0E 1E0
Total Amount Requested:	\$50,000.00
Strategic Alignment: <i>If additional space is required, please attach document to form.</i>	<p>Does your request align with Council's Strategic Priorities? Explain which priority and how your project aligns.</p> <p>Council Strategic Priorities 2026 - 2030 - Link</p> <p>Yes, the JYMA is in the preliminary stages of a major expansion and utilization of our vacant lot located beside the museum. Our development plans align with the Municipal Strategic Priorities of Community Connection including social supports, cohesion & belonging and community spaces and Economic Health as we support business vitality and visitor economy. We understand that all priorities exist within the context of the community's ongoing recovery efforts and by expanding our current building, we can develop a community space based on the needs of residents and visitors alike to ensure we have a resilient and sustainable institution for future generations while also addressing current town needs.</p>
Project Narrative: <i>If additional space is required, please attach document to form.</i>	<p>Help us understand what the group intends to do with any funds received from the Municipality.</p> <p>The funds we are seeking will go towards the first steps in our planning process for expansion of our facility. We have completed a strategic plan this past July which is attached. it outlines a three year time line that we are actively seeking to accomplish. The funds will be used to hire the Hatlie group a well respected consulting firm within the museum industry to begin the planning process. This step will then lead to the next and most important a capital campaign to which a potential partner has been identified to assist in this endeavour.</p> <p>We wish the museum to be more than just a repository of historical artifacts. We wish it to become a hub for the community.</p>

Did your group receive funding in a prior fiscal year?	Yes ☒	No ☐
If yes, how much was requested?	\$40,000.00	
If yes, which year?	2026	
If yes, how much was approved?	\$40,000.00	
If yes, please attach your prior year project summary report.	*see attached*	

Have you attached financial statements?	☒
---	-------------------------------------



JASPER

YELLOWHEAD

MUSEUM AND ARCHIVES

2026

Municipal Presentation

What We Have Accomplished



- Continued building enhancements
- Basement upgrades
- Increased membership including corporate members
- Improvements to the Showcase Gallery
- Completed Strategic Plan to 2029
- Received the Robert. R Janes Award for Social Responsibility from the Alberta Museum's Association

Community & Visitor Engagement

Annual Festival of Trees

Winter Coffee Hours – in house, Alpine Summit & Zoom

Historical Outings

Volunteer opportunities

Gran Fondo Bike Race support

Banff Mountain Film Fest Host

Participation in Canada Day, Parks Day

Historical research and information centre

Community hub and gathering space



2027 Consolidated Budget

Income	
Admission	\$66,000
Grants & Donations	\$117,500
Fundraisers	\$106,100
General Sales	\$97,300
Membership	\$4,500
Gaming Revenue	\$4,000
Lot Revenue	\$42,000
Expenses	
G&A	\$90,300
Fundraising Expenses	\$11,650
Office & Sundry	\$1,400
Payroll	\$241,000
Infrastructure & Assets	\$16,500
Professional & Consulting	\$6,750
Expansion Project	\$150,000
Net	\$-80,200

Where We Are Going

- ❖ Continue to improve the Jasper Museum experience
- ❖ Advance our Museum Expansion Project
 - review expansion options
 - develop tentative schedule
 - engage museum consultant
 - engage Capital Campaign project
 - engage an Architect for project
 - continue consultation process





We encourage you to come
to OUR museum for a visit!

Thank you!



JASPER YELLOWHEAD HISTORICAL SOCIETY

STRATEGIC PLAN

2026-2030

July 7, 2026

INTRODUCTION

The members of the Board and administration of the Jasper Yellowhead Historical Society (JYHS) participated in a planning workshop on July 18, 2024 to:

- Identify a strategic direction
- Review accomplishments to date; and
- Identify priorities and key initiatives.

The following were in attendance:

Steve Pavlov - President
Ron McGaffin - Treasurer
Darcy Shepard - Board Member
Tom Kofin - Board Member
Denise Mellett - Board Member
Michal Wasuita - Board Member
Kable Kongsrud-Ex Officio Board Member Municipality of Jasper
Heather Legacy - General Manager

Regrets:

Warren Waxer- Vice President
Kaeli Husak - Secretary
Loni Klettl - Historian
Melanie Hindle - Board Member
Brittany Andrews - Board Member
Ann Thomas - Board Member

The participants reviewed the Strategic Plan 2024-25 outlining Values, Vision, Mission and Strategic Priorities contained in the Strategic Framework initially developed in 2021 and revised in 2023. At that time, the participants took the position that the organization needed to get its organizational “house in order” before taking action on major long-term initiatives. After reviewing the accomplishments of the earlier plan, there was a strong consensus that most of the goals and initiatives put forward in that plan had been achieved or were well under way. Participants felt strongly that “this is the time, and these are the people” to get major things done. As a result, this plan focuses on a major redevelopment of the Museum and Archives with an aggressive timeline of having ‘shovels in the ground’ in approximately 3 years. This plan therefore sets a planning horizon of 2030.

OUR VISION

(A picture of the future we are striving to attain)

Encourage a sense of belonging in our community by fostering a life-long relationship to our cultural and natural heritage.

OUR MISSION

(Our role in achieving our vision in partnership with those that share a similar vision)

We are keepers of the cultural and natural heritage of the Jasper Yellowhead region, sharing, celebrating, and promoting our unique corner of the world.

OUR VALUES

(Principles that guide our actions)

With a foundation of respect, compassion, loyalty, and authenticity, we champion:

- Community
- Stewardship
- Accountability
- Equity, diversity, and inclusion; and
- Sustainability (Culture / Health / Environment / Financial/ Social)

THE PRELIMINARY REDEVELOPMENT PROPOSAL

In order to successfully fulfil our Vision, Mission and Values, our initial redevelopment proposal includes the following:

- A facility meets high quality standards for the care, security, and environmental control of collections
- A new primary building containing 6-8,000 sq. ft. of useable area over two stories plus full basement
- A second new building containing 1,200 sq. ft. of useable area again over two stories plus full basement
- Redevelopment of the current building to modernize both display and archive spaces
- On-site parking for 6-8 vehicles

These facilities may provide some or all of the following functions:

- 3-4 dedicated display galleries
- Climate controlled archives
- Ability to safely care for valuable, touring or sensitive objects
- Storage for collections
- Research space
- Space and programming for educational programs
- Theatre or amphitheater
- Staff offices
- Dedicated boardroom
- Staff accommodation
- Security
- Dorm rooms for visiting groups
- Kitchen
- Coffee shop
- Gift shop

These new facilities will rely on the participation and meet the needs of the following partners:

- Government of Canada
- Municipality of Jasper
- Parks Canada
- Province of Alberta
- Indigenous groups
- Corporate sponsors
- Museum community

STRENGTHS OF THE JYHS

(Areas in which we currently excel in support of our strategic priorities)

Governance structure – Board, board committees and staff are established and functioning well

Established as a key player in the Jasper Community – JYHS is an active and respected participant in community conversations

Obligation to develop the facility – There is an expectation that the JYHS should do something with the land and the facilities available in support of its mission

Financial – The organization has stable reserves and continuing revenue sources and the support of financial organizations

GOALS, RESPONSIBILITIES AND INITIATIVES FOR 2026-30

(Outcomes for the community that JYHS intends to achieve in support of the redevelopment project)

Goal 1: Complete preliminary planning and feasibility studies

Outcome: *The Board will present the following to the JYHS AGM on March 2027: preliminary concept, design, financial, and partnership plans*

Priorities for 2026-27:

- 1.1 Develop a concept plan with preliminary architecture, design features and functions
- 1.2 Identify participating partners, needs, grants, and expressions of interest
- 1.3 Develop a financial plan that identifies preliminary costs, and initial and long-term financial requirements from partners
- 1.4 Complete a functional study to:
 - determine the standard to which the redevelopment aspires
 - identify appropriate and necessary physical requirements
 - ensure that design and financial parameters are aligned
- 1.5 Complete an implementation plan to guide detailed planning

- 1.6 Determine the construction approach between design-build, or separating the key functions into design-bid-build.

Goal 2: *Complete detailed architectural and financial planning*

Outcome: *The Board will present the following to the JYHS AGM on March 2028: finalized architecture, potential contactor(s), provisional construction schedule, and cash flow plan*

Priorities for 2027-28:

- 2.1 Develop a comprehensive promotion, marketing and messaging plan
- 2.2 Implement a capital fund-raising plan including personalized donations and legacy bequests
- 2.3 Obtain firm financial commitments from partners
- 2.4 Develop cash flow statement
- 2.5 Develop a promotion plan for prospective users
- 2.6 Identify potential contractors
- 2.7 Develop provisional tender documents
- 2.8 Submit required documents for planning approval

Goal 3: *Initiate construction*

Outcome: *JYHS will initiate construction in Spring 2029 for completion in 2030*

Priorities for 2028-29:

- 3.1 Secure project manager
- 3.2 Ensure financial institution support
- 3.3 Obtain planning approval and obtain necessary permits
- 3.4 Select primary contractor
- 3.5 Ensure construction specialties are available and secured
- 3.6 Begin transfer of collection and renovation of existing facilities

Goal 4: *Complete on-going administrative enhancements*

Outcome: *JYHS will complete enhancements to its administrative foundation to enable the operation of current programs and support the redevelopment plan*

Priorities for 2026-27:

- 5.1 Develop a comprehensive promotion, marketing and messaging plan for museum and gift shop
- 5.2 Improve website administration to include social media, membership functions and newsletter
- 5.3 Explore staff accommodation options to enable recruitment

Jasper Yellowhead Historical Society

STATEMENT OF FINANCIAL POSITION

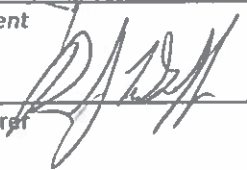
As at December 31

	Note	2025	2024
Assets			
Current Assets			
Cash and restricted cash	\$	327,749	\$ 111,438
Term deposits and restricted term deposits		103,000	172,001
Accounts receivable		17,850	26,568
Inventory		22,746	19,564
		471,345	329,571
Capital Assets, net	2	1,756,516	1,735,262
	\$	2,227,861	\$ 2,064,833
Liabilities and Net Assets			
Current Liabilities			
Accounts payable	\$	113,605	\$ 14,598
Deferred revenue		5,362	1,742
		118,967	16,340
Externally restricted funds	3	13,385	13,385
		132,352	29,725
Net Assets			
Invested in capital assets	2	1,756,516	1,735,262
Internally restricted funds	4	200,000	200,000
Unrestricted net assets		138,993	99,846
		2,095,509	2,035,108
	\$	2,227,861	\$ 2,064,833

Approved on behalf of the Board:



President



Treasurer

Jasper Yellowhead Historical Society

STATEMENT OF OPERATIONS AND NET ASSETS

For the year ended December 31

	2025	2024
Revenues		
Donations	\$ 111,609	\$ 63,075
Fundraising	92,163	51,063
Other revenue	84,288	20,475
Government grants	81,738	73,350
Museum shop sales	74,084	25,965
Memberships	12,892	1,667
Programs and exhibits	100	1,085
	<hr/> 456,874	<hr/> 236,680
Expenditures		
Wages and benefits	192,242	178,912
Museum shop purchases	61,319	22,625
Repairs and maintenance	42,697	39,586
Office and sundry	28,254	26,378
Depreciation	21,095	35,644
Utilities	15,261	10,784
Insurance	11,669	11,009
Advertising and promotion	8,803	6,388
Fundraising expenses	8,715	3,430
Program & exhibits development	6,418	1,323
Infrastructure and collection acquisition	-	27,552
	<hr/> 396,473	<hr/> 363,631
Excess (deficiency) of revenues over expenditures	60,401	(126,951)
Net assets, beginning of year	2,035,108	2,162,059
Net assets, end of year	\$ 2,095,509	\$ 2,035,108

Jasper Yellowhead Historical Society

NOTES TO FINANCIAL INFORMATION (CONTINUED)

For the year ended December 31

3. Externally Restricted Funds

	2025	2024
Brewster Fund	\$ 13,385	\$ 13,385

4 Internally Restricted Funds

	2025	2024
Capital Fund	\$ 80,000	\$ 80,000
Operations Fund	50,000	50,000
Infrastructure Maintenance Fund	20,000	20,000
Capital Expansion Fund	10,000	10,000
Emergency Contingency Fund	40,000	40,000
	\$ 200,000	\$ 200,000



Jasper-Yellowhead Museum & Archives
Prior Year Municipal Funding Project Summary Report
Reporting Period: 2026

The Jasper-Yellowhead Museum & Archives gratefully acknowledges the financial support provided by the Municipality of Jasper during the previous fiscal year.

Use of Municipal Funds

Municipal funding was used to support the museum's core activities and ensure continued access to its collections, services, and educational resources. Funding contributed toward the following areas:

- **Museum Operations:** Supported essential day-to-day operations and purchased 2 new laptop computers for staff use. Purchased a small capacity printer/scanner for collections coordinator. Purchased a portable Owl Sound System.
- **Exhibits and Collections:** Replaced the portable display panels in the Showcase Gallery and provided exterior accent lighting to the Mount Alberta Centennial Mural.
- **Programming and Community Engagement:** Supported opportunities for residents, school groups, families, and visitors to learn about local history and participate in museum activities including Coffee Hours both in house and at Alpine Summit Seniors Lodge and Historical Outings.

Accountability and Stewardship

Municipal funds were directed toward supporting the museum's mandate and maintaining services that benefit the community. The museum remains committed to using public funding thoughtfully and effectively, while seeking additional grants, donations, memberships, sponsorships, and other revenue opportunities to strengthen its financial sustainability.

Conclusion

The Municipality of Jasper's financial support represents an important investment in the preservation of our local history, cultural heritage, education, and community well-being. Thank you.

AGENDA ITEM 7.5

Municipality of Jasper

Municipal Contribution Request Form

External Groups - BUDGET 2027



Date:	October 1, 2026
Submitted by:	Peggy Munn
Name of Group:	Jasper Heritage Folk and Blues Society
Phone Number:	780-931-6062
Email:	jasperfolkmusicfestival@gmail.com
Mailing Address:	PO Box 1448
Total Amount Requested:	\$20,000
Strategic Alignment: <i>If additional space is required, please attach document to form.</i>	<p>Does your request align with Council's Strategic Priorities? Explain which priority and how your project aligns.</p> <p><small>Council Strategic Priorities 2026 - 2030 - Link</small></p> <hr/> <p>Yes, our request aligns with the following Strategid Priorities:</p> <ul style="list-style-type: none"> A) Maintain our system of community-based social infrastructure; B) Strengthen social cohesion to reinforce community belonging; C) Leverage recreational and cultural opportunities and spaces to increase community connection; D) Follow a path of Reconciliation to deliver on TRC Calls to Action; and E) Support local businesses to enhance economic resilience.
Project Narrative: <i>If additional space is required, please attach document to form.</i>	<p>Help us understand what the group intends to do with any funds received from the Municipality.</p> <p>The Jasper Heritage Folk and Blues Society is asking for municipal support in order to keep our festival accessible for all Jasperites. We are looking for financial support as well as in-kind donations of the field, stage, tables, and chairs.</p> <p>This support would help to fund the Kick-Off Parade, Children's Area and Teen Zone.</p>

Did your group receive funding in a prior fiscal year?	Yes ☒	No ☐	
If yes, how much was requested?	\$20,000		
If yes, which year?	2025/2026		
If yes, how much was approved?	\$17,000 cash and \$3000 in-kind		
If yes, please attach your prior year project summary report.			

Have you attached financial statements?



JASPER HERITAGE FOLK & BLUES SOCIETY PRESENTS

JASPER FOLK MUSIC FESTIVAL

& FREE COMMUNITY MUSIC IN THE PARK



The Jasper Heritage Folk & Blues Society at a Glance

- The Jasper Heritage Folk & Blues Society is a non-profit society
- The Jasper Heritage Folk and Blues Society has proudly hosted this version of the Jasper Folk Music Festival since 2013. Prior to that, there was a bi-annual music festival that ran for approximately 20 years organized by a separate society.
- We have hosted 10 festivals since 2013, with 2017 cancelled due to the construction of Commemoration Park. The 2020 and 2021 festivals were cancelled due to Covid-19 as well as 2024 cancelled for fire related reasons.
- We are excited to be hosting the 11th annual festival in 2027!
- We work to incorporate various cultural music with a focus on Indigenous and Canadian performers
- We aim to keep our ticket prices affordable while providing quality music

The Jasper Heritage Folk & Blues Society at a Glance continued

- We have worked hard to create a family friendly festival for our local Jasper community and visitors alike
- We are inclusive and welcoming to all, with children 12 and under attending free
- We welcome Seniors 80+ to attend for free and youth and seniors 65+ have a discounted rate
- We encourage local musicians to participate with our Battle Royale as well as local artist submissions and reaching out to local youth through the high school
- We seek out 100+ volunteers for the festival weekend plus our year round volunteer board of 15 members

MOJ Involvement Over the Years

We have been grateful for the support of the Municipality of Jasper over the years.

We were the recipient of the Community Development Fund in 2013, 2014, 2016, and 2018. In 2022 we were gifted partial field rental in-kind.

In 2023 and 2025 the Municipality was a Diamond sponsor and supported us with in-kind donations of the rental of Commemoration Park and the Jim Vena Stage, use of tables, chairs and a ladder, as well as a cash donation of \$2000.

In 2026, the Municipality sponsored us \$17000 in cash and \$3000 in kind. This was critical for this year's success as the Provincial Community Initiatives Project made changes to their intake dates which made us ineligible for this year's grant submission.



What are we asking for?

The Jasper Heritage Folk and Blues Society is asking for municipal support in order to keep our festival accessible for all Jasperites. We are looking for financial support as well as in-kind donations of the field, stage, tables and chairs.

The support would help to fund the Kick Off Parade, Children's Area & Teen Zone

Our Kick-off Parade is a major highlight of our weekend and anyone can join as a ten piece brass band leads the parade through the streets of Jasper to the festival grounds. Children are an important part of our festival community and we work hard to provide a free weekend offering for all children 12 and under. We have children's performers, bouncy castles, face painting, crafts, a dress up children's parade on the festival grounds, a mini library with story time, photo booth and more. In 2026, we welcomed approximately 250 children.

KICK OFF PARADE

September 11th 2026





CHILDREN'S ZONE 2026



Teen Zone Proposal for 2027

We are proposing to add a Teen Zone to the 2027 Festival. Over the next few months, we are going to work with Jasper local youth to help identify activities that we can provide at the festival in a safe space for our teens. With the recent local teen mental health concern, this is a top priority for our team.

We would like to include creative and cultural activities, such as interactive workshops, art space, t-shirt printing, lawn & table games, and more. We are also planning on providing active and social spaces that would include chill out or lounge areas and spaces to listen to local DJs.

This space would provide independence with clear boundaries for the teens, giving them a sense of autonomy while maintaining security with supervision. Municipal support would allow us to provide a variety of experiences and activities for youth at the festival.

Alignment with MOJ Strategic Priorities

We feel that by supporting JHFBS, the MOJ is supporting Community Health by:

- prompting and enhancing recreational & cultural opportunities & spaces- JFMF hosts yoga, zumba, drumming, dance, and meditation workshops
- enabling & facilitating events that provide opportunities to increase community connections- ex: Volunteer opportunities create connections
- new in 2027 we are focusing on youth volunteer opportunities and involvement

We feel that by supporting JHFBS, the MOJ is maintaining strong relationships by:

- collaborating with Indigenous partners- JFMF has a priority to include Indigenous musicians every year ex: Warrior Women, the Bullhorn Singers, Chubby Cree, Wyatt C Louis, Shub
- welcoming the expertise, innovation, creativity and commitment of community members, groups, associations and businesses- JFMF has local artisan and food vendors, local girl guides, local artists create our poster each year, as well as local musicians

Municipality Benefits

We would like to propose that the Municipality of Jasper host our Children's Area and Parade. We would call it the Municipality of Jasper (MOJ) Kick Off Parade & Kids Zone and new this year, the Teen Zone.

- ❖ The parade, children's area and teen zone named after the Municipality of Jasper
- ❖ Social media recognition for contributions
- ❖ Shout outs on stage at the festival, as well as a banner on stage
- ❖ Thank you ad on Social Media
- ❖ Tangible meeting of strategic priorities
- ❖ The arts are seen as a priority in a community with a lot of focus on recreation
- ❖ In a time where mental health concerns are at an all time high, recognizing the value of the arts is important

Growth of the Jasper Folk Music Festival

- As a non-profit society, we rely heavily on sponsorships and grants to fund our festival.
- Some of our local sponsors have been committed for years, some are new and some can no longer afford to sponsor in these challenging times.
- With lots of Provincial Funding changes, we are concerned how that could look for the future of JFMF.
- In order to continue to offer an affordable, quality music festival for Jasperites and tourists alike, we need help with some reliable funding.



**Jasper Folk Music Festival
Children's Specific Expenses and Sunday's Music in the Park**

	2023	2025	2026
Production Logistics/Site			
Commemoration Park (donated)	\$0.00	\$0.00	\$0.00
Tables & Chairs (donated)	\$0.00	\$0.00	\$0.00
Bouncy Castle Rental	\$2294.25	\$2,378.25	\$1970.25
Photobooth	\$1,785.00	\$3,475.50	\$1402.50
Programming			
Children's Performer fees	\$2,500.00	\$2800.00	\$3100.00
Children's Performer Accom	\$500.00	\$500.00	\$500.00
Parade performer fees	\$5,000.00	\$7500.00	\$7500.00
Sundays Music in the Park			
Performer Fees			\$5000.00
Marketing/Posters			\$200.00
Total:	\$12,079.25	\$16,653.75	\$19,672.75

AGENDA ITEM 7.6**Municipality of Jasper**

Municipal Contribution Request Form

External Groups - BUDGET 2027



Date:	October 8 2026
Submitted by:	Marianne Garrah
Name of Group:	Habitat for the Arts
Phone Number:	780.883.2787 (answering machine)
Email:	habitatforthearts@gmail.com
Mailing Address:	Box 2397 Jasper AB T0E1E0
Total Amount Requested:	\$10,000.00
Strategic Alignment: <i>If additional space is required, please attach document to form.</i>	<p>Does your request align with Council's Strategic Priorities? Explain which priority and how your project aligns.</p> <p>Council Strategic Priorities 2026 - 2030 - Link</p> <p>Attached.</p>
Project Narrative: <i>If additional space is required, please attach document to form.</i>	<p>Help us understand what the group intends to do with any funds received from the Municipality.</p> <p>The monies received will sustain accessible arts and cultural programming. We will continue to offer creative ways to support local artists, instructors and community creatives through maintenance of the dedicated space.</p>

Did your group receive funding in a prior fiscal year?	Yes ☒	No ☐
If yes, how much was requested?	\$10,000.00	
If yes, which year?	last year	
If yes, how much was approved?	\$10,000.00	
If yes, please attach your prior year project summary report.	attached to end of financial statements	

Have you attached financial statements?	☒
---	-------------------------------------

HABITAT FOR THE ARTS

Annual Report

October 2026

Dear Mayor and Council of Jasper,

Thank you for the Municipality's continued support of Habitat for the Arts. I am pleased to provide this overview of our work from October 2025 through September 2026.

Throughout this period, Habitat programs supported learning, creative expression and connection across generations. We continued to maintain relationships with residents who were temporarily living outside Jasper. We also continued to act as a collaborative hub within the Jasper Library & Cultural Centre, supporting shared programming and community communications.

Habitat views the arts as a catalyst for social change when connected to community development. We work to bring youth, families, artists, businesses, heritage and cultures together through engagement in the arts. The following report outlines what we do through this dedicated space, the contributions of volunteers, with public and municipal supports.

Thank you for your continued consideration to support Habitat's contribution to Jasper as we move into 2027, year 11.

Report prepared by,

Marianne Garrah, EDD, IOTAD's Habitat for the Arts

Marianne Garrah, Executive Development Director; David Baker, Tech ED; Jacqui McColl, Special Events Director; Grace Kohn, Drama and Music Director; Christina Petluk-Byrd, Youth Cultural Arts Director; Julia Tapp, Communications Director; Vanessa Martin, Fine Arts Director

Habitat for the Arts respectfully acknowledges that we are situated on the traditional lands of the Dane-zaa (Beaver), Nêhiyawak (Cree), Anishinaabe (Ojibway), Secwépemc (Shuswap), Stoney Nakoda and Métis.

Alignment with the Municipality of Jasper's Strategic Priorities

The Municipality identifies priorities in Community Health, Housing, Relationships, Environment, Organizational Excellence and Advocacy. Habitat most directly advances Community Health, Relationships, with contributions to Organizational Excellence, Advocacy and Environment as evidenced in our Policy F-104 quarterly reports.

Municipal strategic priority	Habitat for the Arts	Habitat does this by:
COMMUNITY CONNECTION The Municipality priorities include maintenance of community based infrastructure to reinforce belonging and community connections.	Habitat is strongly aligned with this, maintaining community based arts & cultural infrastructure, leveraging this to increase community connections.	Year round accessible space where residents gather, create and connect across generations. Programs for all ages, creating opportunities for social connections, a sense of belonging through participation with people outside of their usual social cycles.
GOVERNANCE ORGANIZATIONAL EXCELLENCE The Municipality seeks to nurture relationships that advance the community's interest to secure funding and policy outcomes through quality decision making.	Habitat is strongly aligned through transparent reporting, public engagement and collaborating.	Through consistent quarterly reporting, Habitat demonstrates a commitment to transparency, accountability, and good governance, ensuring our activities, outcomes, and use of resources are clearly communicated.
ECONOMIC HEALTH The Municipality seeks to recognize the importance of the visitor economy.	Habitat is strongly aligned as we circulate our funding into Jaspers creative economy, through community events.	Habitat develops cultural experiences that complement our tourism identity, collaborating with the local business community to encourage participation and cross-promotions of Jaspers cultural industry.
FINANCIAL STEWARDSHIP The Municipality seeks to align finances, communicate and manage finances to protect service stability.	Habitat has a strong operational alignment as evidenced by facility management and asset maintenance within funding periods.	Habitat tracks expenses and distinguishes the costs between facilities, equipment and supplies when running workshops. Public funding is used to deliver and maintain community accessible creative space and resources. Habitat seeks continuity amid changing needs as evidenced by the programs of the past year. Finances attached.
CLIMATE EMERGENCY PREPAREDNESS The Municipality will focus on climate initiatives with an environmental lens on decision making for long time resilience.	Habitat's strongest connection to this priority is seen in the creation of recovery programming focused on social well-being rather than climate initiatives.	For our 10 th year of summer camps we included a Forest Art Camp excursion connecting youth with Indigenous and nature teachings; the Youth Art Hope program addressed eco-anxiety; maintenance of community space supports connections during times of uncertainty and change.
HOUSING Housing is a municipal priority, for the residents and local economy, emphasis on supply and land use decisions.	Habitat complements these objectives by sustaining cultural social conditions that enhance community living.	Habitat contributes to the broader community infrastructure. Programs like Two Communities ~ One heART connected Jasper residents temporarily living in Hinton with creative activities and neighbours in Jasper while in transition.

Habitat's contribution is clearest and easiest to see in community connections. These are not simply a measure of social wellbeing. This is an investment in long-term community and economic stability. When people are connected, supported and engaged, they navigate challenges, contribute and participate in their community. People with reduced social isolation gain a sense of belonging that encourages them to invest in their community. Investing in social capital strengthens the entire community and is an essential part of economic development...a strong sense of belonging is a foundation for a sustainable local economy. Habitat is established community infrastructure that advances municipal priorities.

Highlights from the Quarterly Reports

Habitat maintained regular access to creative space throughout the reporting period. Hours shifted with school-year programming and summer camps, with workshops and lessons often extending into evenings and weekends.

Reporting quarter	Reported visitation / attendance	Notes
Q4 2025	Approx. 766 Habitat visits, plus 700+ at special events	Source also notes approximately 50 hours of Hinton activity not included in these figures.
Q1 2026	More than 1,080 visitors	Pottery room user list reported at capacity; piano lessons four days a week; guitar lessons underway.
Q2 2026	More than 983 visitors	Workshops, after-school programs, music lessons and Pride Sundays contributed to steady use.
Q3 2026	Approx. 881 visitors	Summer camps, workshops, music lessons, Pride Sundays and Choir Tuesdays, Parks Day

Use of Habitat Spaces

- Main / large room: classes, workshops, camps, films, recitals, exhibitions, partnership events and community gatherings.
- Pottery room / ClayRoom: ceramics workshops and independent creative practice; at capacity.
- Music and teaching spaces: ongoing piano and guitar lessons, youth learning, rehearsals and other instructor-led activity.
- Flexible classrooms: workshops, community organization programming, art markets, writing activities and seasonal events.

The quarterly reports describe steady demand for both structured classes and independent creative work.

Habitat's value lies not only in hosting scheduled programs, but also in maintaining a creative accessible place for artists, instructors and residents.

Habitat adjusts its hours to match seasonal demand. During the school year, reported hours were generally Monday to Thursday, 11 a.m. to 5 or 8 p.m., and Friday and Saturday, 11 a.m. to 5 p.m., with Sundays by request. During the summer camp season, the building was open six days a week. Lessons and workshops often continued into evenings and weekends.

Highlights of Community Engagement

Habitat's approach to community engagement is rooted in regular access, conversation, participation and partnership. Rather than delivering programming in isolation, Habitat works with residents, instructors, volunteers and other organizations to respond to interests and needs as they emerge.

Access to arts for all ages and disciplines

Programming during the reporting period included the winter after-school arts program, Madame Vanessa's 11th year of art school, piano and guitar lessons, ceramics, visual arts workshops, Art for Lunch, writing activities,

theatre training, online and in-person workshops, and summer art camps. The range of activities creates opportunities for people with different interests, ages and levels of experience to participate.

Events that bring the community together

- Bowls with Soul drew more than 200 attendees in 2025, a much anticipated food and community gathering.
- The Christmas Fair gave more than 40 community artisans an opportunity to share their work with over 340 visitors to the fair.
- A holiday stage show and a music-student concert each drew audiences of approximately 100 each night.
- The Day of the Dead display, created with members of Jasper's Mexican community in the JLCC lobby, was well received and visited by elementary school classes.
- The 2026 calendar included Youth Art Hope, the Mother's Day Market, Slow Art Day, Canadian Film Day, BookLovers weekend, Culture Days, summer camps, Habitat's 10th anniversary and ART AFTER DARK planning for the Dark Sky Festival.
- Forest Art Camp included two excursions connecting youth with Indigenous and nature teachings.

Volunteers share ownership

Volunteers supported event setup, exhibit design, hands-on programming, outreach, funding searches and planning. The volunteer board also took on practical support for programs and events, helping Habitat maintain activity while strengthening its operations.

Impact: Public Support and Community Resilience

The 2024 wildfire continued to shape community life during this reporting period. Some Jasper residents remained in temporary living situations, including in Hinton. Habitat's work responded to this reality by offering continuity, creative activity and opportunities to maintain relationships.

Two Communities ~ One heART

With support from the Canadian Red Cross, Two Communities ~ One heART connected Jasper residents living in Hinton with creative opportunities and neighbours in Jasper. Families had expressed feeling isolated from arts workshops they were accustomed to attending in Jasper. Workshops brought Jasper residents temporarily living in Hinton together to create and connect, and Jasper Transit helped residents from Jasper join their displaced neighbours.

Youth Art Hope (YAH)

Youth Art Hope was designed as a youth-focused initiative addressing wellness – with a focus on eco-anxiety through creativity. The conference was delivered in Q2 with Red Cross support. YAH demonstrated how the arts can allow youth to explore difficult experiences while building connections with their peers.

Community often described the importance of a familiar place where people could continue to create amid uncertainty. Examples were everyday ones: young people choosing to attend workshops after a full school day, a parent and child accessing materials to create at home after losing their belongings, and a young child imagining a future as a musician. These moments illustrate the value of maintaining accessible creative space during recovery.

Public support helped sustain the practical foundations behind these outcomes: space, utilities, cleaning, insurance, materials, qualified instructors and the ability to bring artists and educators to Jasper. The quarterly reports also noted Habitat's participation in a joint statement to the Canadian Art Coalition, signed by IOTAD, the Mayor of Jasper and the Red Cross, describing how arts-based programming contributes to wellness, connection and recovery.

Partnerships build cultural coordination

Habitat continued to contribute to the Jasper Library & Cultural Centre's evolving identity as a central cultural gathering space. Partnership work included joint planning, shared equipment, event supports, scheduling, communication and coordination. These activities help organizations complement one another and make better use of community resources.

- Jasper Library & Cultural Centre: programming and planning for Culture Days, Habitat's 10th anniversary and shared events.
- Pride Jasper: weekly programming and festival preparation.
- ACFA: shared equipment and event support, including Saint-Jean-Baptiste Day and summer camp activity.
- Jasper Acts: theatre production and youth technical training.
- Folk Festival: transition of the Music in the Park program.
- Canadian Red Cross: support for Two Communities ~ One heART and Youth Art Hope.
- Local caterers, transportation providers and accommodation businesses: support for summer camps and visiting artists.

Habitat's coordinating role extends beyond providing space. It helps connect instructors, artists, volunteers, organizations and businesses so that ideas can become successful activities and events.

Communication includes community

Habitat began publishing a weekly MuseLetter on Substack in late 2025 to share arts and culturally relevant stories and events from across Jasper—not only Habitat programming, but also information from the Museum, municipal calendar, PopUp Village and local markets. With more than 6,700 views by the end of Q3 – the MuseLetter has become one way Habitat supports awareness of the broader cultural life of the community.

What Municipal Support Makes Possible

Municipal support helps maintain a dedicated, flexible space where programs can take place consistently and where local instructors, artists and community groups can reach participants. The reports show that this support contributes to arts education, cultural events, youth engagement, artist visibility and partnerships that extend beyond Habitat's walls.

The arts have practical economic, social and cultural impact in Jasper. Events and markets provide opportunities for makers to showcase their work; seasonal camps and visiting instructors draw on local accommodation, food and transportation services; and community programming offers residents ways to meet, learn and participate.

Looking Ahead

October 2025 to September 2026 reflects continuity and growth in Habitat's community role: maintaining reliable arts learning opportunities, supporting recovery-focused initiatives, and strengthening the cultural network around the JLCC. As Habitat marks ten years, its experience reinforces the value of a dedicated arts space as more than a venue for classes or events. It is a place where people, skills, organizations and ideas meet.

With a strong board of directors, all with firsthand understanding of Habitat's operations and strong community connections, we are positioned to enter the new year, to continue with ongoing negotiations for lease renewal to take Habitat past 2027.

Looking forward, Habitat will continue to build on its core programming, nurture partnerships, support youth and community wellness, and work towards making Jasper's creative activity more visible. Stable access to space, volunteer support and sustainable operating resources are important to maintaining Habitat's contribution to Jasper's cultural life. We believe continuity matters because a stable, dedicated creative space allows relationships, programs and partnerships to grow over time, providing Jasper residents with a familiar place to connect, create and rebuild a sense of community.

We are grateful for the Municipality's consideration and continued partnership.

Marianne Garrah

EDD, IOTAD's Habitat for the Arts

Financial Statement reflects a Fiscal Year (April to March)

2026-10-13
Accrual Basis

Profit & Loss

April 2025 through March 2026

	Apr '25 - Mar 26
Ordinary Income/Expense	
Income	
43300 · Direct Public Grants	
43310 · Corporate and Business Grants	7,862.40
43340 · Nonprofit Organization Grants	2,819.94
Total 43300 · Direct Public Grants	10,682.34
43400 · Direct Public Support	
43410 · Corporate Contributions	1,340.07
43400 · Direct Public Support - Other	6,299.00
Total 43400 · Direct Public Support	7,639.07
44500 · Government Grants	
44530 · Local Government Grants	15,000.00
Total 44500 · Government Grants	15,000.00
46400 · Other Types of Income	
46430 · Miscellaneous Revenue	220.00
46400 · Other Types of Income - Other	500.00
Total 46400 · Other Types of Income	720.00
47200 · Program Income	26,454.76
47250 · ClayRoom	
47251 · Pottery room rent	350.00
47252 · Pottery class	915.00
47253 · Pottery materials	70.00
47250 · ClayRoom - Other	3,465.08
Total 47250 · ClayRoom	4,800.08
47260 · PaintNight	390.00
47270 · MusicRoom	1,902.50
47275 · Media Room Income	25.00
47500 · Rentals	
47510 · Big Room Rentals	735.00
Total 47500 · Rentals	735.00
49000 · Special Events Income	
49020 · Special Events Sales (Nongift)	349.62
49000 · Special Events Income - Other	12,249.10
Total 49000 · Special Events Income	12,598.72
Total Income	80,947.47
Expense	
60341 · Visiting artist expense	5,354.29
60342 · Honorariums	11,038.70
60900 · Business Expenses	8,112.83
62100 · Contract Services	
62150 · Outside Contract Services	175.00
62100 · Contract Services - Other	1,060.00
Total 62100 · Contract Services	1,235.00

12:36 PM
2026-10-13
Accrual Basis

IOTAD
Profit & Loss
April 2025 through March 2026

	Apr '25 - Mar 26
62800 · Facilities and Equipment	
62840 · Equip Rental and Maintenance	944.44
62850 · Janitorial Services	1,372.50
62890 · Rent, Parking, Utilities	240.55
62800 · Facilities and Equipment - Other	1,097.37
	<hr/>
Total 62800 · Facilities and Equipment	3,654.86
65000 · Operations	
65010 · Books, Subscriptions, Reference	657.84
65020 · Postage, Mailing Service	56.48
65030 · Printing and Copying	1,557.14
65040 · Supplies	642.42
65050 · Telephone, Telecommunications	1,665.62
65060 · Fundraising expenses	310.00
65000 · Operations - Other	704.02
	<hr/>
Total 65000 · Operations	5,593.52
65100 · Other Types of Expenses	
65110 · Advertising Expenses	498.97
65120 · Insurance - Liability, D and O	806.00
65160 · Other Costs	607.99
65180 · Catering (food and beverage)	2,020.87
	<hr/>
Total 65100 · Other Types of Expenses	3,933.83
65161 · PaintNight Materials	1,413.07
65162 · ClayRoom Expenses	6,056.87
65163 · MusicRoom Expenses	136.46
65164 · Camp Expenses	4,253.02
65165 · Theatre Expense	2,221.20
65166 · Workshops Fairs Misc Expenses	12,548.67
69800 · Uncategorized Expenses	80.00
	<hr/>
Total Expense	65,632.32
Net Ordinary Income	<hr/> 15,315.15
Net Income	<hr/> <hr/> 15,315.15

A SUMMARY OF HOW WE SPEND FUNDING:

Approximately 19% is spent on Workshops and Misc Programming, our largest expense category reflecting delivery of creative activities.

Approximately 25% is spent on instructors, workshop presenters and artists, a substantial investment in searching for and finding the people to deliver programs.

Approximately 15% is spent on the actual running of the spaces, facilities, janitorial, equipment making Habitat and its resources available for programming.

Together, these investments demonstrate that a significant portion of our spending goes directly toward delivering creative programming, engaging artists and instructors, and maintaining an important part of Jasper's cultural infrastructure—a place where community members come together to learn, create and connect.

Ongoing Municipal support is essential to sustaining this interconnected space that strengthens Jaspers cultural life.

AGENDA ITEM 7.7

Municipality of Jasper

Municipal Contribution Request Form External Groups - BUDGET 2026



Date:	October 13, 2026
Submitted by:	October 16, 2026
Name of Group:	Jasper Pride Festival Society
Phone Number:	780-852-7980
Email:	admin@jasperpride.ca
Mailing Address:	PO Box 98
Total Amount Requested:	\$8085
Strategic Alignment: <i>If additional space is required, please attach document to form.</i>	Does your request align with Council's Strategic Priorities? Explain which priority and how your project aligns. https://jasper.municipalwebsites.ca/UploadFiles/Docs/CouncilStrategicPlan2022web_qnaJGL.pdf See attached
Project Narrative: <i>If additional space is required, please attach document to form.</i>	Help us understand what the group intends to do with any funds received from the Municipality. See attached

Did your group receive funding in a prior fiscal year?	Yes ☒ No ☐
If yes, how much was requested?	\$8085 in-kind, \$2500 cash
If yes, which year?	2026, 2025, and more
If yes, how much was approved?	All
If yes, please attach your prior year project summary report.	

Have you attached financial statements?	☒
---	-------------------------------------

Alignment with Council's 2026–2030 Strategic Priorities

The Jasper Pride Festival Society (JPFS) is requesting approximately \$8,000 in donation-in-kind municipal facility rentals to support the 2027 Jasper Pride & Ski Festival, taking place April 15–19, 2027.

This partnership directly supports Council's strategic priorities of Community Connection and Economic Health, while maximizing the use of existing municipal infrastructure, strengthening community belonging and contributing to Jasper's ongoing social and economic recovery. It also fits nicely into the Municipality's ED&I Policy.

1. Community Connection

Foster belonging and connection across the community.

Social Supports — *Maintain our system of community-based social infrastructure.*

The Pride Festival is an important part of Jasper's community-based social infrastructure, creating opportunities for 2SLGBTQIA+ residents, visitors and allies to connect, celebrate and build supportive relationships. Beyond its role as a tourism event, the festival fosters an inclusive community where people of diverse identities and backgrounds feel welcomed, represented and valued.

As Jasper continues its recovery, maintaining opportunities for connection, celebration and community participation remains particularly important. Municipal support helps JPFS sustain these opportunities while navigating reduced organizational capacity and ongoing recovery challenges.

Cohesion & Belonging — *Strengthen social cohesion to reinforce community belonging.*

Pride creates opportunities for meaningful connection between residents, local businesses, community organizations and visitors. Through shared celebrations, volunteer involvement and partnerships, the festival brings

people together around the values of inclusion, acceptance and community pride.

The festival also reinforces Jasper's identity as a welcoming destination for 2SLGBTQIA+ people, demonstrating that belonging is something our community actively celebrates and supports.

Community Spaces — *Leverage recreational and cultural opportunities and spaces to increase community connection.*

This priority is particularly relevant to our request. Municipal facilities are essential to delivering large-scale Pride programming within Jasper, providing gathering spaces capable of accommodating diverse cultural, recreational and community events.

JPFS has demonstrated the potential of these facilities to host extraordinary experiences. Our 2026 Pride Gala transformed the Jasper Curling Rink into a vibrant celebration space, showcasing how municipal recreational infrastructure can be creatively repurposed to deliver high-quality cultural events.

The requested in-kind facility support would allow us to continue bringing this calibre of programming to municipal venues, maximizing their community value while showcasing the versatility and quality of Jasper's public facilities to residents and visitors alike.

Mobility & Access — *Improve transportation systems so movement works for residents and visitors.*

Concentrating festival programming within Jasper's townsite helps reduce transportation barriers by keeping events close to accommodations, restaurants and other community amenities.

Municipal venues also provide opportunities to accommodate a broader range of accessibility needs. For example, the Curling Lounge can offer a separate, lower-stimulation environment during the Pride Gala, providing neurodivergent attendees and others who may become overwhelmed by large, high-energy events with an opportunity to step away without leaving the event entirely.

Prioritizing centrally located, accessible municipal spaces supports a more

inclusive festival experience while reducing the need for transportation between distant venues.

2. Economic Health

Recognize the fundamental importance of the visitor economy.

Business Vitality — *Support local businesses to enhance economic resilience.*

The 2027 Jasper Pride & Ski Festival will operate over five consecutive days, April 15–19, rather than its traditional ten-day format. This change presents an opportunity to concentrate festival activity and strengthen the festival's economic impact within Jasper.

Historically, the ten-day festival had some visitors attend only one weekend or depart during the quieter weekdays between major events. Our new five-day format will deliver a more concentrated schedule of programming, creating a compelling reason for visitors to remain in Jasper for the entire festival.

By securing municipal facilities for the majority of our programming, we can keep festival activity concentrated within the townsite. With the exception of events at Marmot Basin and Jasper Park Lodge, all other festival programming will be within Jasper itself.

This approach encourages visitors to spend more time supporting local hotels, restaurants, retailers and service providers throughout the five-day festival, rather than travelling outside the community.

At a time when many local businesses continue to navigate the economic impacts of the 2024 wildfire, supporting events that attract visitors and encourage extended stays during off-season is a meaningful contribution to local economic resilience.

Visitor Economy — *Provide and maintain the core services and infrastructure that enable the visitor economy.*

The availability of suitable municipal event facilities is essential to Jasper's ability to host festivals and cultural events that attract visitors.

Through its in-kind contribution, the Municipality would be leveraging

existing public infrastructure to support an established tourism event, enabling JPFS to direct more of its limited resources toward high-quality programming, entertainment and visitor experiences.

Keeping the majority of festival activities within town also positions municipal facilities as an important part of Jasper's visitor experience. Events such as the Pride Gala demonstrate how recreational infrastructure can serve broader cultural and economic purposes, bringing visitors into municipal spaces while generating opportunities for surrounding businesses.

Project Narrative

The Jasper Pride Festival Society (JPFS) is seeking approximately **\$8,000 in donation-in-kind municipal facility rentals** to support the delivery of the **2027 Jasper Pride & Ski Festival, taking place April 15–19, 2027.**

The Jasper Pride & Ski Festival is an annual celebration of 2SLGBTQIA+ community, culture and inclusion, welcoming residents and visitors from across Canada and around the world. Through entertainment, cultural programming, social gatherings and community celebrations, the festival creates opportunities for connection, visibility and belonging while contributing to Jasper's visitor economy.

For 2027, JPFS has made the decision to shorten the festival from its traditional ten-day format to five days. Despite this change, our commitment to delivering a vibrant, engaging and professionally produced festival remains unchanged.

Our intention is to deliver **five days of concentrated programming, with the majority of events taking place within Jasper's townsite.** This approach will create a more cohesive festival experience, encouraging visitors to remain in Jasper for the duration of the festival and supporting local accommodations, restaurants, retailers and businesses throughout their stay.

Municipal facilities are essential to achieving this goal. JPFS intends to use the requested in-kind contribution to offset facility rental costs associated with hosting festival events, including large-scale entertainment, cultural performances, community gatherings and signature celebrations such as the Pride Gala.

The 2026 Pride Gala demonstrated the incredible potential of municipal facilities, transforming the Jasper Curling Rink into an extraordinary event venue. We hope to build on that success in 2027, continuing to showcase Jasper's recreational and community spaces in creative ways while providing welcoming, accessible environments for festival attendees.

While specific event dates, times and venue allocations have not yet been finalized, all programming supported by the requested municipal facility contribution will take place within the confirmed festival dates of April 15–19, 2027. Detailed scheduling and facility requirements will be developed as festival planning progresses, in coordination with municipal staff and subject to facility availability.

The requested contribution would allow JPFS to direct more of its limited financial resources toward festival programming, performers, production and the overall attendee experience, while keeping events centrally located and accessible to residents and visitors.

Ultimately, municipal support will help JPFS deliver a high-quality festival that celebrates diversity, strengthens community connection and encourages visitors to spend more time in Jasper, contributing to the continued social and economic recovery of our community.



OCTOBER 2026

REQUEST FOR FUNDING

Your in-kind support helps us keep Jasper a welcoming and inclusive town. By helping to fund the Jasper Pride Festival Society endeavours, you make it clear that this town is a safe space for all who live, work and visit.

1 Who are we?

2 How much are we asking for?

6 Why?

WHO ARE WE?

CO-CHAIRS: Mik Vanderkamer they/them
Rowan Bell-Marusich she/her

The Jasper Pride Festival began a little over seventeen years ago after a small group of local residents and business owners came together to create a welcoming celebration for the 2SLGBTQIA+ community. What started as a small volunteer-run event has since grown into one of Jasper's largest annual festivals and the third-largest pride festival in Alberta. Today, it continues to be community-led, widely supported by local businesses, and recognized as a key tourism and cultural event for the municipality.



**Current Board members
from left to right:**

- Jackie Bohnet
- Melissa Mercer
- Mik Vanderkamer
- Rowan
- Elena Kellis
- Chris Murray
- Vanessa Bolduc
- Hayley Petrie

FOR CLARIFICATION, OUT JASPER  IS A SEPARATE ORGANIZATION



HOW MUCH ARE WE ASKING FOR?

\$8085 IN-KIND

We are requesting an in-kind facility donation valued at roughly \$8,000 to ensure we can deliver a safe, inclusive, community-wide Pride Festival. This is similar to our request from 2025 and directly enables us to offer accessible programming, showcase your community spaces, encourage visitors to spend more time in town, and keep the feeling of Pride and belonging for all residents.

We are hopeful to continue our long-standing partnership between the Municipality and Jasper Pride.



JASPER PRIDE FESTIVAL SOCIETY
Statement of Financial Position
June 30, 2025

	2025	2024
ASSETS		
CURRENT		
Cash	\$ 42,978	\$ 1,309
Accounts receivable	1,093	39,546
Goods and services tax recoverable	87	99
Prepaid expenses	370	370
	<u>\$ 44,528</u>	<u>\$ 41,324</u>
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts payable	<u>\$ 2,956</u>	<u>\$ 13,532</u>
NET ASSETS		
Net assets - beginning	27,792	10,296
Excess (deficiency) of income over expenses	<u>13,780</u>	<u>17,496</u>
	<u>41,572</u>	<u>27,792</u>
	<u>\$ 44,528</u>	<u>\$ 41,324</u>



JASPER PRIDE FESTIVAL SOCIETY
Statement of Revenues and Expenditures
Year Ended June 30, 2025

	2025	%	2024	%
INCOME				
Sponsorship	\$ 90,048	56.55	\$ 87,550	44.92
Grants	50,335	31.61	74,187	38.07
Ticket sales	12,575	7.90	23,747	12.18
Fundraising	3,752	2.36	6,609	3.39
Merchandise sales	2,086	1.31	2,473	1.27
Membership	450	0.28	328	0.17
	159,246	100.01	194,894	100.00
DIRECT COSTS				
Festival sub-contracts	29,488	18.52	37,708	19.35
Purchases	7,005	4.40	17,003	8.72
	36,493	22.92	54,711	28.07
GROSS MARGIN	122,753	77.09	140,183	71.93
EXPENSES				
Sub-contracts	56,700	35.61	90,407	46.39
Advertising and promotion	34,109	21.42	20,847	10.70
Travel	11,649	7.32	5,901	3.03
Professional fees	1,763	1.11	1,920	0.99
Insurance	1,087	0.68	1,095	0.56
Office	1,041	0.65	308	0.16
Business taxes, licenses and memberships	714	0.45	683	0.35
Delivery, freight and express	667	0.42	994	0.51
Interest and bank charges	432	0.27	26	0.01
Meals and entertainment	423	0.27	408	0.21
Fundraising	388	0.24	98	0.05
	108,973	68.44	122,687	62.96
EXCESS OF INCOME OVER EXPENSES	\$ 13,780	8.65	\$ 17,496	8.97

WHY?

Five days, more time in Jasper

Our concentrated five-day festival, April 15–19, creates a stronger incentive for visitors to stay for the entire celebration rather than attending just one weekend. By keeping most programming in town, we encourage visitors to spend more time supporting Jasper's hotels, restaurants, retailers and local businesses.

Making the most of municipal spaces

Our 2026 Gala transformed the Curling Rink into an extraordinary event venue, demonstrating how creatively these spaces can be used. This in-kind contribution will give us the opportunity to continue showcasing Jasper's facilities while keeping festival events within the community.

Accessible spaces build community connection

Pride creates welcoming opportunities for residents and visitors of all identities to gather, celebrate and connect. Municipal venues help us offer accessible, centrally located programming, including opportunities for quieter, lower-stimulation environments and meeting physical accessibility needs. These spaces help make large community celebrations more inclusive.

Longstanding partnerships

For over 17 years, Jasper Pride has worked alongside local businesses, non-profits, volunteers and you to bring our community together. These partnerships strengthen local connections, share resources and support Jasper's social and economic recovery.

& PLEASE
& THANK YOU

AGENDA ITEM 7.8**Municipality of Jasper**

Municipal Contribution Request Form

External Groups - BUDGET 2027



Date:	October 19, 2026
Submitted by:	Logan Ireland
Name of Group:	UPLIFT! JASPER MURAL FESTIVAL LTD.
Phone Number:	(780)852-8382
Email:	logan@upliftfest.ca
Mailing Address:	Box 2067, Jasper AB, T0E 1E0
Total Amount Requested:	\$25,000
Strategic Alignment: <i>If additional space is required, please attach document to form.</i>	<p>Does your request align with Council's Strategic Priorities? Explain which priority and how your project aligns.</p> <p>Council Strategic Priorities 2026 - 2030 - Link</p> <p>Community Connection: UpLift! creates accessible public art and opportunities for residents to meet, participate and learn together through murals, artist engagement and cultural exchange.</p> <p>Economic Health: Murals offer lasting, year-round points of interest and encourage exploration of local businesses. The May festival supports activity outside the peak summer season.</p> <p>Financial Stewardship: Municipal support will be combined with other sponsorships and grants. Project scope will be matched to secured resources, with separate tracking of restricted funding.</p>
Project Narrative: <i>If additional space is required, please attach document to form.</i>	<p>Help us understand what the group intends to do with any funds received from the Municipality.</p> <p>Funds received for the Mural Festival will be used to support all aspects of planning and delivering the event. This includes purchasing essential supplies such as paint and other materials required for mural creation. Funding will also help cover artist fees, ensuring participating artists are fairly compensated for their work and expertise. Additional expenses may include artist accommodations and travel costs, advertising and promotional materials, equipment rentals, site preparation, volunteer support, and other operational costs necessary to successfully host the festival. These funds will help create a vibrant community event while supporting artists and enhancing public spaces through accessible artwork.</p>

Did your group receive funding in a prior fiscal year?	Yes ☒	No ☐
If yes, how much was requested?	\$25000.00	
If yes, which year?	2026	
If yes, how much was approved?	\$25000.00	
If yes, please attach your prior year project summary report.	Attached: 2026 Year V Project Summary	

Have you attached financial statements?	☒
---	-------------------------------------

UpLift! Jasper

2026 Year V Project Summary

Supporting material for the 2027 municipal contribution request
Prepared October 19, 2026 | UPLIFT! JASPER MURAL FESTIVAL LTD.

Five years of public art in Jasper

UpLift! completed its fifth festival year in 2026. The year's work combined major mural commissions with Recovery in Colour, connecting public art, community participation and Jasper's recovery following the 2024 wildfire.

Major Year V projects

Infinite Patience, by Smug One: a major new mural on Connaught Drive.

The Garden Within, by Insane51: a major new mural at the Liquor Lodge site.

Pathfinders mural, by Dom Laporte: a new mural at the Jasper Activity Centre.

Recovery in Colour

Recovery in Colour brought artists into Jasper's industrial and interim-housing settings to create artwork on panels and seacans. The project was supported by the Canadian Red Cross and tracked separately from general festival operations. Its grant reporting was reviewed and closed by the funder, with the final payment subsequently received.

Public access and continuing value

The murals remain accessible beyond festival dates. The UpLift! mural map and passport help residents and visitors locate the artwork, learn about artists and explore self-guided routes. This extends the public benefit of the festival throughout the year.

Municipal contribution

The Municipality of Jasper's \$25,000 contribution in 2026 supported festival delivery alongside other grants, sponsorships and local contributions. The accompanying application requests renewal at the same level for 2027. This summary describes the year's projects; it does not allocate the municipal contribution to specific invoices.

Project information: <https://passport.upliftfest.ca/year-v>

Mural catalogue: <https://passport.upliftfest.ca/murals>

Recovery in Colour: <https://passport.upliftfest.ca/recovery>

UpLift! Jasper Year VI

2027 Request & Presentation Notes

The request

1. **\$25,000 in municipal funding** toward the planning and delivery of UpLift! Jasper Year VI.
2. **Suitable municipal wall opportunities**, with locations, owner permissions and any necessary approvals confirmed before work proceeds.
3. **Administrative and Operations coordination** for feasible in-kind assistance such as site access, safety barriers and logistical support.

Project narrative

Funds received for the Mural Festival will be used to support all aspects of planning and delivering the event. This includes purchasing essential supplies such as paint and other materials required for mural creation. Funding will also help cover artist fees, ensuring participating artists are fairly compensated for their work and expertise. Additional expenses may include artist accommodations and travel costs, advertising and promotional materials, equipment rentals, site preparation, volunteer support, and other operational costs necessary to successfully host the festival. These funds will help create a vibrant community event while supporting artists and enhancing public spaces through accessible artwork.

Proposed timeline

Fall 2026: secure municipal and other funding commitments, discuss potential walls and build partnerships.

Winter to spring 2027: confirm resources, artist arrangements, wall permissions, concepts and production requirements.

May 2027: deliver Year VI, provisionally May 1-10. Final dates and programming remain subject to confirmation.

After delivery: complete financial reconciliation, funder reporting and project documentation.

Alignment with Council's 2026-2030 priorities

Community Connection: support shared public spaces through accessible artwork, shared experiences and cultural exchange.

Economic Health: create lasting visitor interest and reasons to explore Jasper's businesses outside the peak summer season.

Financial Stewardship: match commitments to available resources, track restricted grants separately and report clearly on delivery.

Delivery and accountability

The scale of Year VI will be determined by confirmed funding, artist availability and suitable walls. UpLift! will coordinate permissions, preparation, equipment and site safety with property owners and relevant municipal departments. Weather and scheduling contingencies will be built into production planning.

Contact: Logan Ireland | logan@upliftfest.ca | 780 852 8382

UpLift! Jasper Mural Festival Ltd.

2026 Profit & Loss | Working Draft

Festival operations, including Recovery in Colour
Canadian dollars | Prepared October 19, 2026

INCOME		EXPENSES	
Municipality of Jasper	\$25,000.00	Festival artist fees and commissions	\$49,500.00
Tourism Jasper	\$25,000.00	Artist flights and bus transport	\$4,500.00
JCTS / Banff Canmore Foundation	\$15,000.00	Lift rentals	\$6,000.00
Jasper Masonic Lodge	\$10,000.00	Mural paint and spray equipment	\$4,600.00
Pathfinders	\$10,000.00	Wall preparation and priming	\$6,300.00
Rotary	\$10,000.00	Festival events	\$3,500.00
CN	\$1,500.00	Spring Up(Lift!) sponsorship	\$5,000.00
Jasper Liquor Lodge	\$1,000.00	Videography and documentation	\$12,000.00
Griffiths Ford	\$1,000.00	Design and event planning	\$1,000.00
Jasper Brewing	\$1,000.00	Exhibition prints and frames	\$2,000.00
Workshop and event tickets	\$4,761.00	Posters, signage, plaques, and print media	\$3,000.00
Event concession sales	\$5,000.00	Merchandise inventory	\$4,000.00
Merchandise sales	\$2,000.00	Artist development / workshops	\$8,000.00
Print sales (estimated)	\$300.00	Website and insurance	\$1,750.00
Live art raffle	\$600.00	Festival management and administration	\$1,415.00
Recovery in Colour (Red Cross)	\$85,825.60	Recovery in Colour	\$85,825.60
TOTAL INCOME	\$197,986.60	TOTAL EXPENSES	\$198,390.60

Total income \$197,986.60

Total expenses \$198,390.60

ESTIMATED RESULT (NOT FINAL) (\$404.00)

Draft, unaudited; includes estimates and a proposed management allocation. Recovery in Colour is shown at its budget amount, with matching income and expenses.

AGENDA ITEM 7.9

REQUEST FOR DECISION

Subject: Transit Quarterly Report
From: Bill Given, Chief Administrative Officer
Prepared by: Erin Toop, Jasper Transit Manager
Reviewed by: Courtney Donaldson, Director of Operations & Utilities
Date: October 27, 2026



Recommendation

That Committee receive the Transit Service Quarterly Update – Q3 2026 for information.

Alternatives

- That Committee direct Administration to return with further information at a future committee meeting.
- That Committee receive the report for information and take no further action.

Background

- September 5, 2023, Jasper Transit began operations.
- In May 2024 Council approved [Policy F-114 Transit Service Standards](#) requiring quarterly transit reporting.
- In July 2025 Regional Transit service launched with Provincial grant funding support.
- In June 2026 Council directed Administration to work with GYPSD to launch a new school special transit model starting August 31, 2026.

Discussion

In the first three quarters of 2026 there has been continued overall growth in Jasper Transit ridership and service utilization.

- 34,758 Local riders between January and September 2026, inclusive - up 17% compared to 2025.
- 16,099 Regional riders during the January and September 2026 period.

In August and September 2026, there was a slight decrease in monthly riders. This decline was largely in the Lodge Loop boardings, and the Jasper Park Lodge Corporate Pass holders. Boardings from this group declined 16% in August and September 2026 compared to the same period in 2025.

Through this quarter Regional Transit experienced 5 issues which caused delays or service disruptions, while the Local service experienced 3 issues, only 2 of which caused delays. Despite this, overall on-time performance remained high on both local and regional services.

Winter 2026-2027 transit service launched on October 13, 2026 along with an updated transit system map and schedule format. The service changes include:

- New Town Loop configuration to better connect extremities with core, with 5 Town Loop trips daily.
- Seasonal reductions in service to Campgrounds and on the Pyramid Loop.
- New School Special schedule adjusted based on school and operator feedback.

- Extra early evening Marmot Meadows service continues, to supplement the Jasper Transit Regional schedule.

The school special transit service is new for the Jasper community, and it is still a new arrangement between GYPSD and the Municipality of Jasper. Administration continues to work closely with the GYPSD administration on the local student transportation service model.

Transit business planning work for the 2027–2031 period was completed and referred to the 2027 budget process. The schedule and sequencing of the service expansion options identified in the plan is a recommendation for planning purposes. The sequence and timing of service expansion implementation will be directed by Council.

The first phase of the Jasper Transit Customer Experience project is nearing completion. The work is a recommendation from the 2027 – 2031 Transit Business Plan, based on stakeholder engagement and rider survey results. The scope included designing a new look for Jasper Transit’s system map (see Attachment 2) and schedules, vehicle exteriors for the new fleet, and bus stop signs. Samples of the fleet exterior and bus stop sign designs are below. The new fleet and signage will be rolled out this winter.

The fleet order has been placed with the supplier and the procurement process continues to be on track with the Rural Transit Solutions Fund project timeline. Administration continues to work with the supplier on refinements such as exterior paint and decaling per the new design below.

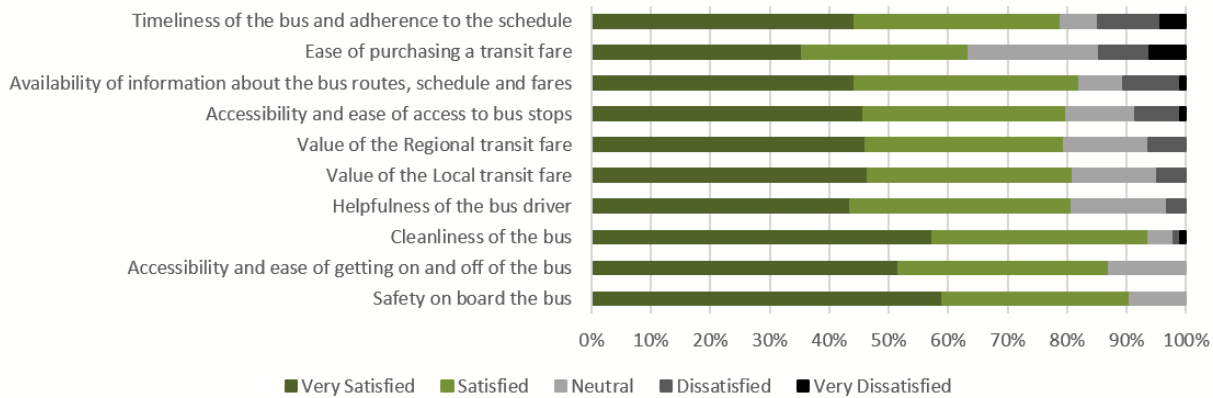


2026 Transit Rider Survey

The 2026 Transit Rider Survey was live from July 14 to August 31, 2026. In total, 196 people responded to the survey of which 96 are transit riders. In 2025, there were 144 responses, of which 112 were transit riders.

Similar to 2025, riders were most satisfied with the cleanliness of busses, safety on board, and the accessibility of getting on and off the bus. Also similar to 2025, riders expressed most dissatisfaction with timeliness and schedule adherence, ease of purchasing fares, and availability of information about bus routes, schedules and fares. All of the issues raised by the survey are reflected in the 2027-2031 business plan.

Rider Satisfaction Results 2026



The table below shows the comparison of customer satisfaction in 2025 and 2026, which is those who were very satisfied and satisfied, with each of the metrics. More information from the 2026 Rider Survey is included in Attachment 3.

	2026 Satisfaction	2025 Satisfaction	Trend
Cleanliness of the bus	94%	92%	+
Safety on board the bus	91%	88%	+
Accessibility and ease of getting on and off of the bus	87%	90%	-
Availability of information about the bus routes, schedule and fares	82%	77%	+
Value of the Local transit fare	81%	87%	-
Helpfulness of the bus driver	81%	85%	-
Accessibility and ease of access to bus stops	80%	83%	-
Value of the Regional transit fare	79%	87%	-
Timeliness of the bus and adherence to the schedule	79%	74%	+
Ease of purchasing a transit fare	63%	75%	-

Strategic Relevance

- Improve transportation systems so movement works for residents and visitors.
- Provide and maintain the core services and infrastructure that enable the visitor economy.
- Invest in practices and processes which support high-quality decision making.

Inclusion Considerations

Jasper Transit services improve transportation access for residents, visitors, youth, seniors, and individuals without access to private vehicles. The transit fleet and service model continue to prioritize accessible transportation options. Expanded routing and stop locations support broader access to community destinations and services.

Relevant Legislation

- [Policy F-114 Transit Service Standards](#)

Financial

Transit operations continue within approved operating budgets and existing grant funding agreements, except for the GYPSD funding contribution for the 2026/27 school year has decreased reflecting the new school special service model and provincial school bus funding changes.

Regional Transit service remains fully funded through Provincial grant funding.

Attachments

- Transit Operational Update: January 1, 2026 – April 30, 2026
- 2026 Rider Survey Results
- System Overview Map – [Click here to view the map on website](#)



TRANIST OPERATIONAL UPDATE

Transit Manager

Q3: July 1, 2026 to September 30, 2026

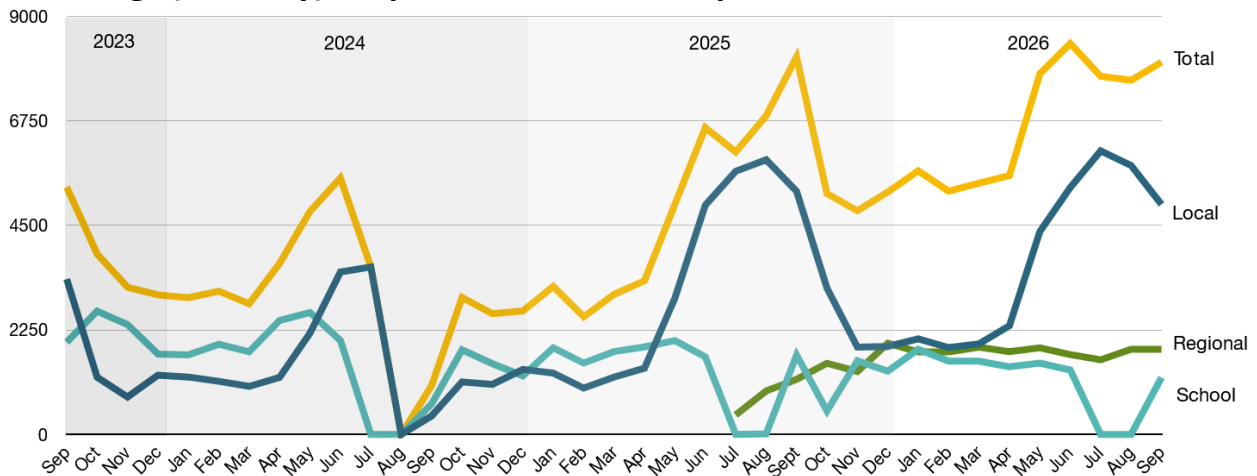
Major Projects

- Fall/Winter 2026/27 transit service launched October 13th.
 - o New Town Loop configuration to better connect extremities with core, with 5 Town Loop trips daily.
 - o New School Special schedule adjusted based on school and operator feedback.
 - o Extra early evening Marmot Meadows service continues to be provided by SunDog to supplement the Jasper Transit Regional schedule.
- School Special transit service for 2026/27 launched on August 31st in partnership with GYPSD and Centre-Nord.
- Transit fleet vehicles have been ordered from the supplier.
- Jasper Transit Customer Experience Project is ongoing.
 - o Exterior fleet design is completed and in production with the bus supplier.
 - o Updated Jasper Transit system map and schedules were released for the October 13 service change.
 - o Website improvements and new sign implementation are underway.
- 2027 – 2031 Transit Business Planning is completed and referred to the 2027 Budget process.
- Ongoing engagement with Parks Canada on renewal of the Jasper Transit contribution agreement for 2027/2028.

Service Statistics (January 1, 2026, to September 30, 2026)

- Total Hours of Service Local: 3,078 (includes school service)
- Total Hours of Service Regional: 4,388
- Total Days of Service: 272
- On-Time Performance Local: 99.8%
- On-Time Performance Regional: 98.0%
- Total Riders by Type: **Local – 34,758 School – 10,606 Regional – 16,099**
- Local Route Riders this period: **34,758 29,671 (2025) 14,323 (2024 – wildfire impacted)**
- Fare Revenue: **Corporate Pass - \$46,740 Local Fares - \$35,763 Regional Fares - \$28,363**

Transit Boardings (Monthly): September 5, 2023 – September 30, 2026



Communications & Engagement

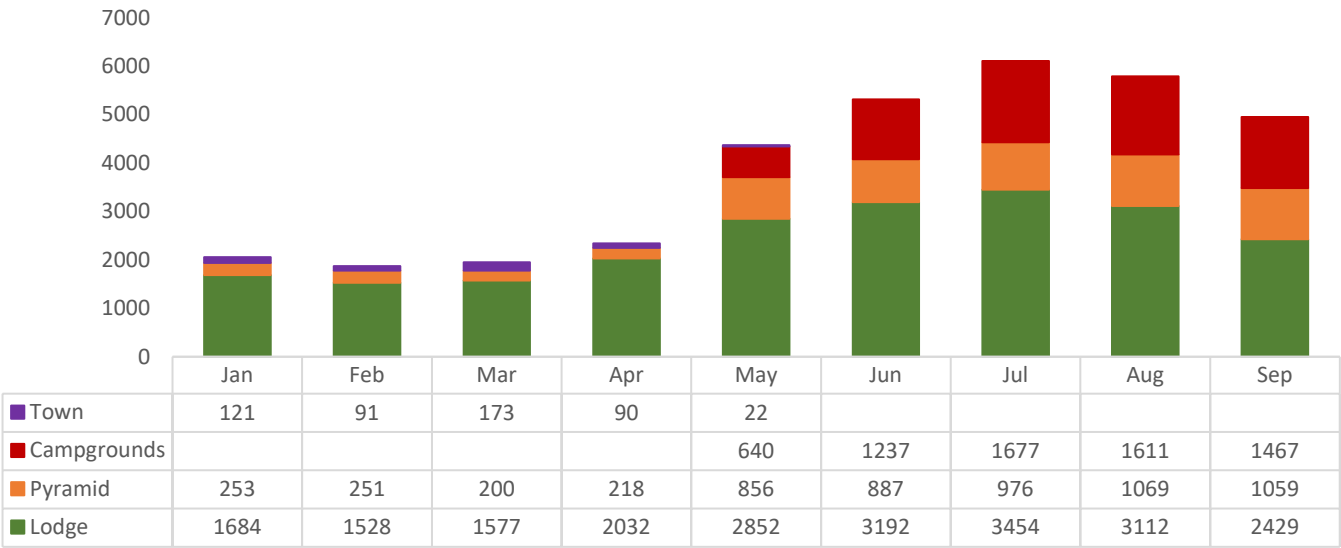
- 2026 Transit Rider Survey was live from July 14 to August 31, with 197 responses received.
- Ongoing engagement with business community at seasonal service changes and on the specifics of a Ski Hill transit service.

Issues Summary Q3 2026

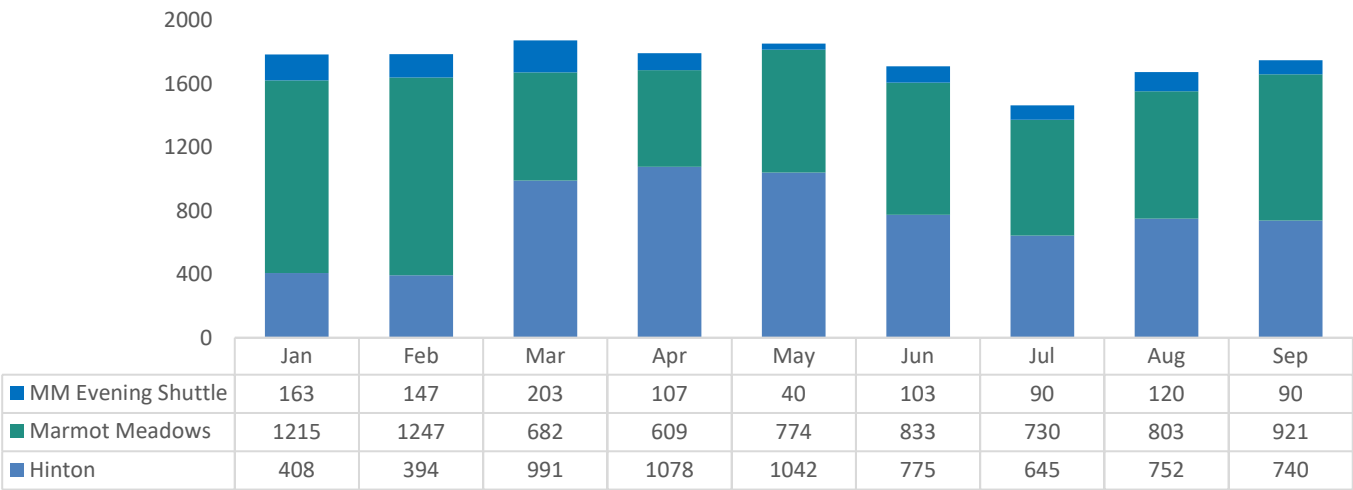
	Local	Regional
Total Number of Issues Reported (July 1 - Sept 30)	3	5
Issues Causing Delays or Service Disruptions	2	5
Vehicle Condition or Maintenance Related	1	4
Weather or Construction Related		1
Driver Related	1	
Issues with Driver Conduct	1	

Monthly Ridership Data

2026 Local Boardings by Route



2026 Regional Boardings by Route

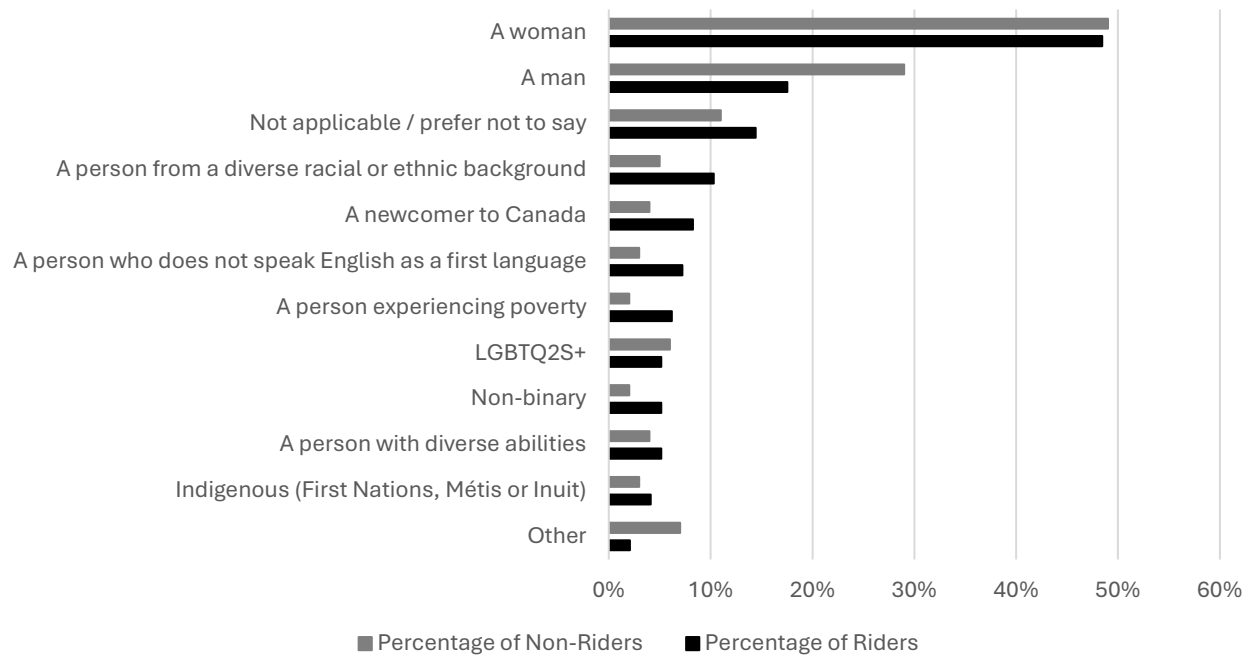


Attachment 3 – 2026 Transit Rider Survey Highlights

2026 Rider Survey Responses

- Total Responses: 196
- Transit Riders: 96
- Transit Riders Identifying as Women: 47
- Non-Riders: 100

Identity Factors – riders and non-riders



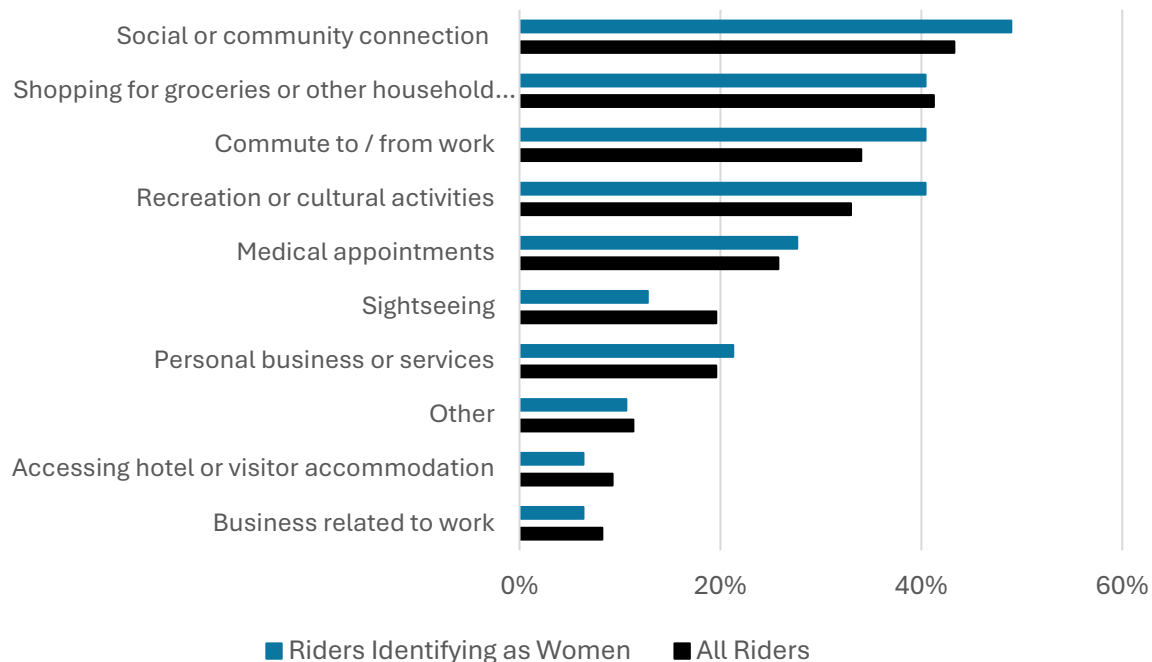
How Often Riders Use Transit – all riders and riders identifying as women

Attachment 3 – 2026 Transit Rider Survey Highlights

Customer Satisfaction – all riders and riders identifying as women

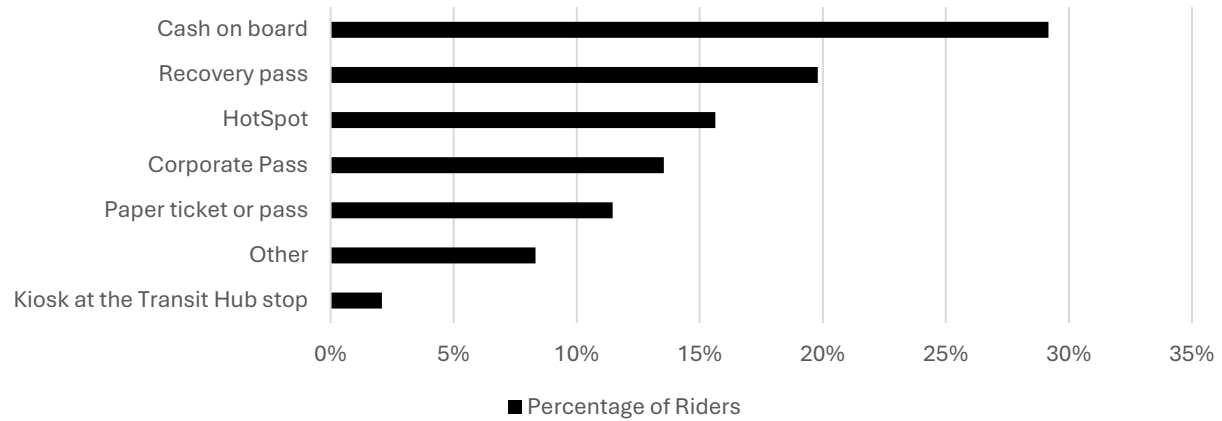
	2026 Satisfaction Riders Identifying as Women	2026 Satisfaction Overall	2025 Satisfaction Overall	Trend Year to Year
Cleanliness of the bus	96%	94%	92%	+
Safety on board the bus	98%	91%	88%	+
Accessibility and ease of getting on and off the bus	89%	87%	90%	-
Availability of information about the bus routes, schedule and fares	91%	82%	77%	+
Value of the Local transit fare	88%	81%	87%	-
Helpfulness of the bus driver	89%	81%	85%	-
Accessibility and ease of access to bus stops	85%	80%	83%	-
Value of the Regional transit fare	89%	79%	87%	-
Timeliness of the bus and adherence to the schedule	83%	79%	74%	+
Ease of purchasing a transit fare	63%	63%	75%	-

Transit Trip Purposes – all riders and riders identifying as women

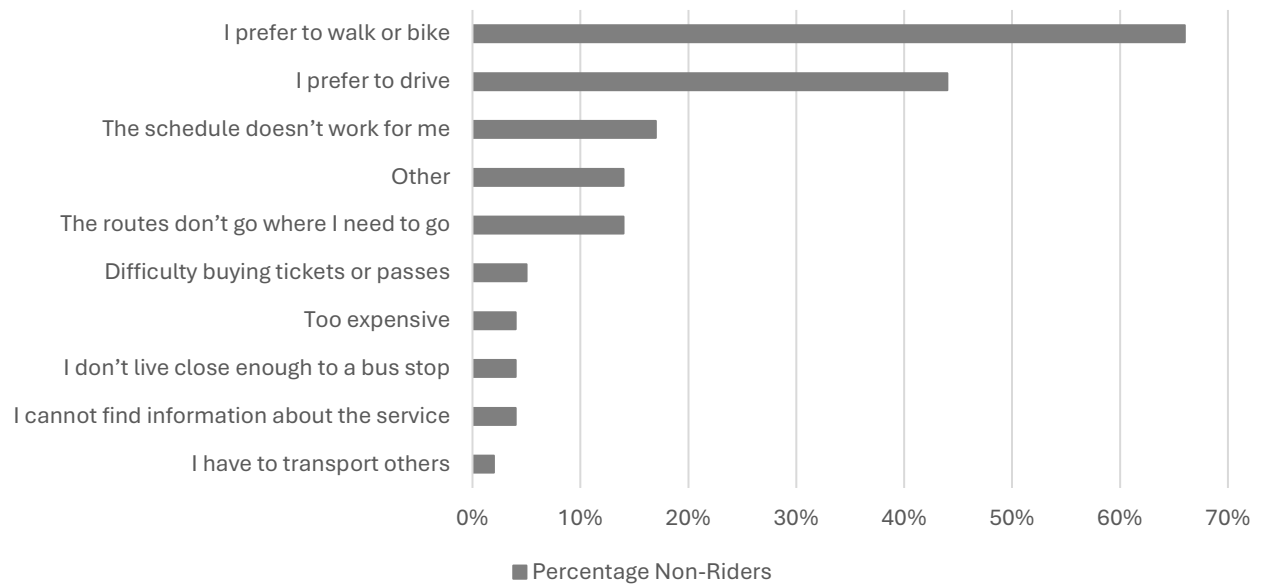


Attachment 3 – 2026 Transit Rider Survey Highlights

Fare Payment Methods – all riders



Reasons for Not Using Transit – non-riders



MOTION ACTION LIST

SHORT TITLE	REQUESTED (DATE)	RESPONSIBLE (WHO)	COUNCIL MOTION (DESCRIPTION)	TARGET (DATE)	STATUS
Tax Policy – Principles & Engagement Approach	February 10, 2026	CAO and Director of Finance & Administration	That Committee direct Administration to undertake the engagement process, as discussed, on the proposed areas of focus and guiding principles for a Tax Policy and return to a future meeting.	October 2026	Recommended to be deferred to November 2026
Green Space Vision Plan	May 12, 2026	Director of Urban Design & Standards	That Committee direct Administration to refer the financial costs and available grant funding for the preparation of a new plan for green spaces to the 2027 budget discussion.	November 2026	
External Funding Trends & Community Outreach Services Capacity	June 9, 2026	Director of Community Development	That Committee direct Administration to report on options to maintain community social service levels as part of 2027 budget deliberations.	November 2026	
Jasper Municipal Leasehold Assets Society Transfer of Assets	August 25, 2026	CAO Director of Protective & Legislative Services	That in the interim, Committee direct Administration to consult with our auditors regarding the potential to have an assignment of some of the leasehold assets directly to the Jasper Municipal Housing Corporation.	November 2026	Recommended to be removed
Indigenous Relations Strategy	August 25, 2026	Director of Community Development	That Committee refer the Indigenous Relations Strategy to a Council workshop to be arranged with Administration.	October 2026	Recommended to be removed
Economic Development Advisory Committee Terms of Reference	August 25, 2026	CAO	That Committee direct Administration to develop a draft terms of reference for an Economic Development Advisory Committee and return to a future Committee of the Whole meeting. <i>Previously titled: Municipal Recovery Transition Framework</i>	November 2026	Recommended to be deferred to January 2027

Green Burials	August 25, 2026	Director of Operations & Utilities	That Committee direct Administration to prepare a report on the potential for adding a green burial area to the Jasper Cemetery and/or the possibility of allowing natural burial in the existing cemetery and return to a future Committee of the Whole meeting.	November 2026	
Bylaw #40 - Jasper Municipal Tax Penalties Bylaw	September 15, 2026	CAO and Director of Finance & Administration	Council refer to Committee of the Whole a consideration of a possible refund of penalties to the Astoria Hotel and a review of Bylaw #40.	December 2026	
2027 Visitor Paid Parking Program	September 29, 2026	Directors of Operations & Utilities, and Protective & Legislative Services	That Committee direct Administration to return to a future meeting with additional information on the proposed Visitor Paid Parking program zone expansion. That Committee direct Administration to explore options for collecting data on resident versus visitor use of Visitor Paid Parking spaces and report back to a future Committee of the Whole meeting with findings and potential data collection methods.	December 2026	
Economic Development Capacity & Funding	October 13, 2026	CAO	That Committee refer consideration of an Economic Development Coordinator position, for a term of up to four years, to the 2027 budget process. That Committee authorize Administration to seek additional funding to support an Economic Development function.	November 2026	