



SPRUCE MEADOWS

2022 Sustainability Report

Responsible, Caring, and Sustainable

A word from our President & CEO

“

At Spruce Meadows, we are guided by our principles and committed to being Responsible, Caring, and Sustainable.

Linda Southern-Heathcott

”



As we launch our new initiatives for 2022, I am pleased to share this recently published Spruce Meadows Sustainability Report entitled “Responsible, Caring, and Sustainable.”

Many of the initiatives outlined in this report are not new to Spruce Meadows and indeed have been foundational to our decision-making and operations for over four decades.

Over the course of the Pandemic shut-down, we took the opportunity to make several long term sustainability improvements at Spruce Meadows. We also set our strategic priorities for the next four years, as we look forward to our 50th Anniversary in 2025.

In setting our strategies, it brought into clear focus the need to communicate and expand on our Environmental, Social, and Governance achievements and goals.

Being responsible for our environment has always been important to Spruce Meadows—from planting over 3500 trees and installing LED lightbulbs, to reducing our energy use and recycling more than 150,000 bottles and cans per year.

In addition to our “green and clean” initiatives at Spruce Meadows, we are committed to ensuring our social and governance practices are well aligned and exceed expectations associated with being a world class sporting venue. Some of our notable achievements and initiatives in this category include:

- Diversity and inclusion in our hiring and volunteer programs
- Support for community and Indigenous programs through our Spruce Meadows Leg Up Foundation
- Ongoing support for our First Responders and Military
- Establishment of best practice procurement guidelines
- Our Board of Directors providing us with independent scrutiny and advice

As always, we are guided by our principles of “Excellence” and remain committed to being Responsible, Caring, and Sustainable. As my father R.D. Southern used to say, “Going far beyond the call of duty. Doing more than others expect. This is what excellence is all about. It comes from striving for and maintaining the highest standards, looking after the smallest detail and going the extra mile. Excellence means caring. It means making a special effort to do more.”

I look forward to sharing updates with you as we reach new milestones along our pathway of building an even stronger and more vibrant Spruce Meadows for today, tomorrow, and generations to come.



Environmental

2022 2023 2024 2025

Air Stewardship



Reduce Energy Use

- Upgrading our light bulbs to LED lights. Large buildings like the Riding Hall and Equi-Plex, offices, and external fixtures.
- CO₂ Exchanger in British House will reduce energy use for that building up to 20 percent.

- Over 3500 trees have been planted on the grounds since Spruce Meadows was founded in 1975.
- Drought tolerant landscaping.

Plant Trees



Renewable Energy Initiatives

- Solar panels have been installed on British House since 1999.
- EV Car Charging stations have been installed in Lot 4.
- Hydrogen infused natural gas.

- Comprehensive energy plan for moving towards net-zero emissions has been undertaken and will be part of the capital projects work going forward.

Net-Zero Emission Plan Initiatives



Water Stewardship



Green Area Ratio

- 62% Green Area Ratio of 229.8/370 acres.

- Snow farming on west side of the property to capture snowfall for recirculating ponds.
- Grey stable water is recaptured and recirculated for course and grounds irrigation.

Sustainable Storm Water



Reduce Water Usage

- Low flush toilets.
- Urinal cartridge system.
- Water efficient landscaping.
- Water collection ponds.

Land Stewardship



Compost, Manure, & Shavings

- Used for fertilizer on site at Giving Gardens.
- Used off site for farming.

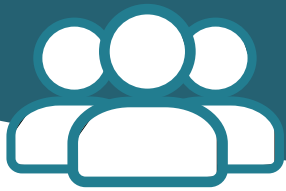
- Kitchen Organics sent to off site composting facility.

Compost Kitchen Waste



Recycling

- Cans & Bottles (150,000 per year).
- Cardboard/Paper (800 Cubic Meters per year).
- Wood Products (500 Cubic Meters per year).
- Scrap Metal (horseshoes and other) (150 Cubic Meters per year).
- Rubber Products (10 cubic meters per year).



Social

Human Capital



Fostering Diversity & Inclusion

- Board of Directors: 8 of 17 are female, 47%.
- Leadership Team: 50% females.
- Diversity and inclusion in our hiring and volunteer programs.
- Equestrian sport is the only sport in which men and women compete on the same field of play, against each other, for the same gold medal.

- Comprehensive employee health benefit plans for both Spruce Meadows and Cavalry FC.
- Beautiful and serene park-like working environment, conducive to positive mental health and employee wellbeing in the workplace.

Employee Health & Wellness



Safe Workplace

- Prevention Program in Operations.
- Safety Training.

- Program in place for continuing education in the field of work.

Employee Continuing Education



Public Venue



Family Friendly

- Sport and Entertainment for all generations. A place families can enjoy together.
- Open year round.

- Here, you are welcome, accepted, and respected. No matter where you come from, you are welcome and can feel comfortable here, regardless of your race, marital or family status, gender identity or expression, age, colour, disability, political or religious belief or non-belief. All we ask is that you be ethical, polite, respectful, and inclusive in all you do.

Inclusive



Accessibility

- Wheelchair accessible parking is available.
- Wheelchair /Attendant seating for Spruce Meadows events is complimentary and available in the Southwest Grandstand.
- Wheelchair /Attendant seating for Cavalry Games is available for sale in the Grandstand.
- British House, Congress Hall, Founders Plaza, and Stabling are all accessible.
- Meadowview, Security and Ferrier shop are partly accessible.

- Comprehensive Emergency Response Plan is in place and is regularly tested for Spruce Meadows and Cavalry FC.
- Spruce Meadows is constantly in contact with veterinarians to determine the best biosecurity protocols, including but not limited to vaccinations, testing, and best practices. These measures are adjusted as needed throughout the year.
- The welfare of the horse is paramount in all aspects of the sport and Spruce Meadows operations, including but not limited to horse management, training methods, transportation, overall health, and competitive conditions.

Venue Safety



Volunteer Program

- Our Volunteer Pegasus Club is a strong and loyal group who help during tournaments and other events at Spruce Meadows. Some of our volunteers have been at Spruce Meadows since the very beginning and strong bonds of friendship have developed.

Community Focus



Charitable Foundation

- Founded in 2015, the Spruce Meadows Leg Up Foundation focuses on its five pillars: Health & Wellness, Education, Community, Amateur & Grassroots Sport, and Agriculture. Since inception, the foundation has contributed over a million dollars to organizations in our community.

- GROWING THE NEXT GENERATION © School Tours Education Program has welcomed students since it started in 1976. The program was expanded 5 years ago and now invites 1600 students per year. There are five stations the students visit: Seed Survivor, Horse Anatomy, Eyes on Wetlands, ABC Bees, History of the Horse – from War Horse to Sport Horse. Alberta curriculum requirements are met and exceeded.
- Lucy Tries Soccer is an in-school program developed in collaboration with Cavalry FC and focusing on reading and movement. It connects children with athletic role models, promotes diversity and inclusivity, encourages children to read, reinforces the benefits of being active and inspires children to try sports, so that they can lead healthier and happier lives.

Educational Programming



Christmas Lights

- A festive drive through with 43 kilometers/ 250,000 LED Christmas Lights. Thanks to our corporate supporters, Christmas Lights drive through is complimentary.

- The Giving Gardens was created in spring 2021 using sustainable materials and practices: reclaimed lumber, old milk crates and horse troughs. The harvest went to Calgary's vulnerable seniors and veterans.

Giving Gardens



Support Local

- Over the years, Spruce Meadows has been supporting local businesses within Calgary and surrounding area. From vendors at our International Christmas Market to local artists showcasing their talent (music & the arts) at our events and soccer games, these unique businesses create character and prosperity in the community. Competition and diversity lead to more consumer choices and a stronger economy overall.

- Both Spruce Meadows and Cavalry FC were in part created to assist Canadians in their athletic pathways. Spruce Meadows sought to give Canadian equestrian athletes the opportunity to gain competitive experience in Canada, so they did not have to travel to Europe and the USA to have a chance to be successful in the sport, including the Olympics. Today, Spruce Meadows is one of the premier equestrian venues with it being one of the 4 Rolex Grand Slam of Show Jumping events.
- Four of Spruce Meadows owned and trained horses and two of Spruce Meadows riders have competed in the Olympics.

Athletic Pathways



Positive Economic Impact

- Comprehensive third-party Economic Impact Report.
- Over \$110 Million annual GNP contribution in direct benefits.
- Total benefits over 300 \$million.

- Commitment to Truth + Reconciliation.
- Outreach with Lucy Tries Soccer education + sport program.
- Indigenous children and youth support through the Spruce Meadows Leg Up Foundation.

Truth + Reconciliation



Canadian Roots with Global Reach

- Spruce Meadows is based in Canada with corporate partners, athletes and fans spanning the globe.
- What used to be a cattle feedlot back in 1975, today is a world renowned Show Jumping venue and a Canadian Premier League venue with the Cavalry FC.

Military Presence



Military

LORD STRATHCONA'S HORSE (ROYAL CANADIANS)

- The Strathcona Mounted Troop is a non-profit organization that perpetuates Western Canada's cavalry heritage and culture through a colourful display of living history.
- The Troop is made up of members of the Canadian Forces and is the official Colour Guard for all major Spruce Meadows show jumping tournaments.

FEU DE JOIE 100 Man Guard

- The Feu de Joie (French: "fire of joy") ceremony is a celebratory rifle salute (blank rounds) performed by the Lord Strathcona's Horse (Royal Canadians) in the world-renowned International Ring on the Saturday and Sunday of the 'North American' when we celebrate Canadian Armed Forces.
- The Feu de Joie has been performed annually at the 'North American' tournament since 1990, when Her Majesty, Queen Elizabeth II visited Spruce Meadows to inaugurate the Queen Elizabeth II Cup.

WELCOMING BRITISH MILITARY SINCE 1984

- Spruce Meadows proudly welcomes the King's Troop Royal Horse Artillery and Household Cavalry to the 'Masters' tournament each year, as well as various British Military bands.
- Since 1660, the soldiers of Household Cavalry have acted as the monarch's trusted guardians, as well as being the public face of the British Army both at home and abroad.

- Every year at the 'National' tournament, we bring the City of Calgary's and Southern Alberta's First Responders apparatus to Spruce Meadows to highlight all the great work they do in our communities. The display is open to the general public.
- Spruce Meadows, together with our generous corporate partners, has awarded an ATV, aquatic boat (following the floods in 2013), and a truck to help service our Fire Departments. In partnership with our sponsors, Spruce Meadows has also donated funds toward various First Responder initiatives.

**First
Responder
Support**





Governance & Leadership

- Leadership Team with over 175 years of experience at Spruce Meadows.
- Mentorship, future leadership, and succession development.

Experienced Leadership



Commitment to Ethics

- A commitment to excellence has been a trademark since inception. All directors, management, and employees must demonstrate ethical behavior in their respective decision making and business interactions.
- Spruce Meadows has in-depth policy and procedures.
- Ethically sourced products.

- The Board of Directors includes independent and external directors that bring a vast amount of experience including Finance, Legal, Human Resources, Construction, Sport, Media, Land Use Planning, Honorary Chief of the Kainai (Blood Tribe of Alberta), and Honorary Lieutenant Colonel.

Diversified, Independent, and External Directors



