



ATLAS COAL MINE NATIONAL HISTORIC SITE



2024 ANNUAL REPORT

ATLAS COAL MINE HISTORICAL SOCIETY
EAST COULEE, AB

ATLASCOALMINE.AB.CA

A YEAR OF CELEBRATION, TRANSFORMATION, AND MOMENTUM

The 2024 season began with a unique 4-day film booking for *Abracadavers*, a Canadian TV series shot right here in Alberta—bringing fresh exposure to the site and an unexpected boost in revenue. Behind the scenes, Lisa, Cory, and Sarah worked diligently to implement a new tiered tour pricing structure in our booking portal. Their efforts paid off as we met our ambitious goal of a 1:1 ratio of tour bookings to general admission in 2024.

In a new venture, the Atlas was contracted by local business Bikes & Bites to design two signature historic biking tours for their guests—offering a unique way to explore the region's history while creating a fresh revenue stream for the site. We also completed a comprehensive three-year Strategic Plan, outlining our vision and objectives through 2026.

Professional development and partnerships continued to grow as our management team toured the Royal Tyrrell Museum's collections storage facility. Mid-year, we bid farewell to Executive Director Dr. Sarah Newstead as she moved on to an exciting role leading the Galt Museum and Archives in Lethbridge. During this transitional time, Jay, Lisa, Cory and Bill rose to the challenge—demonstrating exceptional leadership in maintaining site operations and absorbing additional responsibilities throughout the summer.

At the end of August, the Atlas was pleased to welcome Jessica Fleury-Schatz, a local to the Valley, as the new Executive Director. As Jessica settled into her role, the Atlas closed the year on a high note with another run of spine-tingling Atlas After Dark tours and record-breaking attendance at Christmas in the Coulee, welcoming nearly 700 guests.

We extend our heartfelt thanks to our members, volunteers, donors, partners, and staff. Your support made 2024 a truly remarkable year.



2024 ACCOMPLISHMENTS

- Replaced old lead acid battery packs and headlamps with new lithium ion system and charging rack.
- Launched a new tiered booking system for tours, achieving our goal of a 1:1 ratio between tour bookings and general admission.
- Welcomed 18,400 guests to site including schools, groups, public and event attendees!
- Ran our second Atlas After Dark tours with excellent turnout.
- Staff visited the Royal Tyrrell Museum of Palaeontology Collections department to learn more about collection storage and best practices.
- Continued development of our upcoming exhibit: Pit Ponies of the Drumheller Valley.
- Site safety was enhanced through the generous donation of an AED machine by Kelly and Heather Coburg.
- Lisa and Sarah attended the AMA Spring Symposium in Edmonton.
- Staff attended the AMA Fall Gathering at the Royal Tyrrell Museum, and the Atlas Coal Mine proudly served as a host site. As part of their ticket, all attendees were invited to visit the site.
- Hired new Executive Director, Jessica Fleury-Schatz
- Staff and Board Members worked to complete a 3-year Strategic Plan (2024-2026)
- Exponentially increased our sponsorship for Christmas in the Coulee, with 20 sponsors pitching in to offset costs for the event.
- Managment Staff visited WestMET Ag, at the site of the Sheerness Coal Mine, to learn about their reclamation processes.
- Welcomed almost 700 guests to Christmas in the Coulee!



2024 IN NUMBERS



18,400 visitors



\$465,407 in admissions & product revenue
a 14.5% increase over 2023!



\$24,350 in Christmas event revenue
a 35% increase over 2023!



10,721 people rode the train

Took 4300 people up the tippie

3650 people hiked the Mine Portal



\$58,683 in wage recovery funding



\$19,702 in cash/in-kind donations

2024 A YEAR IN PICTURES



2024 A YEAR IN PICTURES



A COAL-MINE SIZED THANKS

2024 Board of Directors

Cheryl McNeil (Chair)
Jessica Burylo (Secretary/Treasurer)
Warren Nicholls (Vice-Chair)
Kyle Hobbs (Director)
Samantha Haddon (Director)
Simen Christoffersen (Director)
Bill Herman (Director)
Jim Ramsbottom (Director)
Joe Vickers (Director)
Barbara Steeves (Director)

2024 Staff

Sarah Newstead (Executive Director) Jan-May
Jessica Fleury-Schatz (Executive Director) Aug-Dec
Jay Russell (Director of Operations & Curator)
Bill Given (Director of Conservation & Maintenance)
Cory Williams (Director of Communications)
Lisa Vakkers (Director of Visitor Services)
Bob Moffatt (Underground Supervisor)
Esmée Bennison (Locomotive Technician)
Tye Patterson (Conservation Assistant)
Caisey Cox (Interpreter)
Katie Corrigan (Interpreter)
Laura Hardy (Interpreter)
Taryn Martin (Interpreter)
Ashley Gerlinger (Booking Interpreter)
Alivia Gerlinger (Visitor Services Rep)

Special thanks to our Christmas in the Coulee
2024 Volunteers!!!

2024 Supporters

Department of Canadian Heritage
Alberta Museums Association
Alberta Gaming, Liquor and Cannabis

Alberta Ministry of Culture and Status of Women
Canada Summer Jobs Program
Young Canada Works
Travel Drumheller
Drumheller & District Chamber of Commerce
Canadian Natural Resources Limited
Heller Good Sandwiches
Gerlinger Bros. Oilfield Services Inc.
WestMET Ag
Canalta
Caron's Waste Management
TKNT Mechanical
Bikes & Bites
Hwy 9
Strong Coffee Marketing
Adams Industrial
Ascend LLP
Pizza 249
Riverside Value Drug Mart
C. Schatz Film & Photography
Dinosaur Valley Wellness
Sunrise Auto Sales
Susan and Carson Brown
Garry Crittall
Gizelle Erdei
Elaine Perlik
William Eremko
Jennifer Mesch
Susan Manning
Jim Ramsbottom
Janet Torjan
Mark Smith
Frank & Donna Losoncy
Heather & Kelly Cobourg
Cheryl McNeil
William Herman