



ATLAS COAL MINE
NATIONAL HISTORIC SITE



2025 ANNUAL REPORT

ATLAS COAL MINE HISTORICAL SOCIETY
EAST COULEE, AB

ATLASCOALMINE.AB.CA

A YEAR OF GROWTH, CONNECTION, AND CONTINUED MOMENTUM

The 2025 season at Atlas Coal Mine was marked by strong visitation, meaningful partnerships, and continued investment in the visitor experience. We were proud to welcome 19,239 guests and to achieve record-breaking revenue across admissions, gift shop sales, and donations.

Visitor experience improvements remained a priority throughout the year. With support from a Business Enhancement Grant, upgrades were made to public washrooms and parking lot wayfinding signage, while a full season on-site visitor survey provided valuable insights to guide future planning. New marketing photo and video assets, developed through Travel Drumheller's Tourism Development Fund, strengthened how we share the Atlas story.

Community connection and partnerships were central to our work in 2025. Atlas staff participated in Badlands Story Time at the Drumheller Library, contributed to the installation of a new entrance sign at Miner's Memorial Park, and partnered with the Badlands Trail Society to pilot a new Fall Equinox Hike. Christmas in the Coulee reached new heights with the support of 27 sponsors, significantly expanding the event's impact.

This year also saw a significant addition to the Atlas collection with the donation of over 250 photographs by Lawrence Christmas, documenting the region's coal mining heritage through images of miners, families, and community life.

Behind the scenes, staff and Board Members completed the Recognized Museum Renewal submission for 2026–2031 while engaging in professional development across the sector.

We extend our sincere thanks to our members, volunteers, donors, partners, and staff. Your support continues to drive the Atlas forward.



2025 ACCOMPLISHMENTS

- Improvements were made to public washrooms and way-finding parking lot signage with support from a Business Enhancement Grant
- Grant received from the Government of Alberta to republish It's A Miner's Life! 30th Anniversary Edition
- Hosted a Travel Drumheller Networking Social event in June
- Atlas Management staff attended a social responsibility workshop at Blackfoot Crossing Historical Park
- Welcomed 19,239 people to the Atlas Coal Mine (+4.5% over 2024)
- Record breaking revenue with \$489,777 in Admissions, Gift Shop sales and Donations (+5% over 2024)
- Donation of 250+ photographs made to the Atlas collection by L. Christmas
- A new Fall Equinox Hike was piloted with the Badlands Trail Society
- Partnered with the East Coulee School Museum on a Mining Resource Library
- Ran our third Atlas After Dark tours with excellent turnout.
- Staff and Board Members worked to complete our Recognized Museum Renewal submission for 2026-2031.
- Increased sponsorship for Christmas in the Coulee, with 27 sponsors pitching in to offset costs for the event.
- Atlas staff participated in Badlands Story Time at the Drumheller Library
- A new entrance sign was placed at Miner's Memorial Park in Drumheller
- New Marketing image and video assets were produced with support from a Tourism Development Fund grant from Travel Drumheller.
- Staff participated in the Drumheller Festival of Lights



2025 IN NUMBERS



19,239 visitors



\$489,777 in admissions & product revenue
a 5% increase over 2024



\$24,478 in Christmas event revenue



10,351 people rode the train

Took 4797 people up the tipple

2799 people hiked the Mine Portal



\$40,725 in wage recovery funding



\$29,049 in cash/in-kind donations

2025 A YEAR IN PICTURES



2025 A YEAR IN PICTURES



A COAL-MINE SIZED THANKS

2025 Board of Directors

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

2025 Staff

Jessica Fleury-Schatz (Executive Director)
Jay Russell (Director of Operations & Curator)
Bill Given (Director of Conservation & Maintenance)
Cory Williams (Director of Communications)
Lisa Vakkers (Director of Visitor Services) Jan-June
Devan Daniels (Director of Visitor Services) Aug-Dec
Kristina Hobson (Visitor Services Team Lead)
Bob Moffatt (Underground Supervisor)
Ashley Gerlinger (Locomotive Technician)
Chris Dahl (Conservation Assistant)
Sophia Bucoir, Demi Brady-DeMille, Zoé Vowels, Mary Ginther, Alivia Gerlinger (Interpreters)
Raelynne LeBlanc (Visitor Services Rep)

Special thanks to our Christmas in the Coulee

2025 Volunteers!!!

2025 Supporters

Drumheller & District Chamber of Commerce
Town of Drumheller
Community Futures Big Country
Alberta Museums Association
Alberta Gaming, Liquor and Cannabis
Alberta Ministry of Culture and Status of Women
Canada Summer Jobs Program
Young Canada Works
Century Coals Ltd.
Travel Drumheller
Canadian Natural Resources Limited
Heller Good Sandwiches
Drum Distilling
Western GM Drumheller

Pizza 249
Stingray Media
Drumheller Equipment
Gerlinger Bros. Oilfield Services Inc.
Canalta
Caron's Waste Management
TKNT Mechanical
Bikes & Bites
Hi-Way 9
Adams Industrial
Riverside Medical
Riverside Pharmacy Ltd.
C. Schatz Film & Photography
Sunrise Auto Sales
Everest Construction
Servus Credit Union
Westergard Ford
Nicholas & Megan No Frills
Inland Plastics
Boss Carpet Cleaning
Fountain Tire
Flomax Compression
MH Enterprises
Barry James Law
Image Crafter Signs
Susan and Carson Brown
MD Sands
Crawford Financial Services
Lawrence Christmas
Lisa Making
Angela Keibel
Garry Crittall
William Eremko
Susan Manning
Jim Ramsbottom
Janet Torjan
Mark Smith
Frank & Donna Losoncy
Cheryl McNeil
Samantha Haddon
Hope Jensen
William Herman
Jessica Burylo
Bob Ross