



2023-2026 Service Plans & Budget Leveraging Arts and Culture to Support The City of Calgary's Strategic Priorities

About Calgary Arts Development:

Calgary Arts Development Authority stewards the City of Calgary's investments in Calgary's arts eco-system by funding artists and arts organizations. We are also the stewards of Calgary's arts strategy – *Living a Creative Life*. Calgary's arts sector employs over 700 Calgarians, produced over 22,000 arts experiences and resulted in an annual economic impact of \$102.4million in 2021.

In 2018, Calgary City Council recognized that Calgary had the lowest per capita municipal funding for the arts in Canada and the economic downturn had resulted in a significant reduction in private sector investment in the arts. City Council approved a significant increase to CADA's budget which helped reduce the impact of the reduction in private sector funding. The 2018 funding increase has now brought us up to the national average. This funding has allowed CADA to fund more artists and arts organizations, with an increased focus on equity, diversity, inclusion and accessibility and reconciliation.

2023-2026 Service Plans and Budget:

CADA supports Administration's recommendation to increase our budget by approximately 3.7%. This funding will cover the cost-of-living increases that are the result of the current inflationary environment and will allow us to maintain our support for artists and arts organizations.

The City is Calling on the Arts Sector to Do More:

We note that The City, Calgary Economic Development (CED) and Tourism Calgary are all calling for an increase in event programming to support economic development and tourist attraction:

- The *One Calgary 2023-2026 Service Plans and Budgets* identifies the integral role arts and culture play with respect to **downtown revitalization, hosting and hospitality, and global positioning and reputation.**

- Calgary Economic Development and Tourism Calgary have identified in their respective strategies the critical role that arts and cultural events play in the revitalization of downtown, and attracting business, tourists and conventions.
- [The recently published Eventful City Strategy also calls for increased events.]

CADA is able to assist our partners at The City, CED and Tourism Calgary deliver programming that supports their objectives through the implementation of CADA's creative economy strategy. Specifically, CADA could work with the arts sector to do the following in support of the various City and civic partner strategies where arts and culture have been identified as integral contributors:

- **A more vibrant downtown** through placemaking; active programming with artists and communities throughout the city; wider inclusion of downtown activations; and ensuring we keep the engine running between signature events with activations throughout the year **(\$100K per year)**
- **Supporting CED's and Tourism Calgary's new brand work** that highlights Calgary's cultural offerings both outside and inside Calgary **(\$125K per year)**.
- **Expand Chinook Blast** beyond the downtown core to all quadrants of the City **(\$150K per year)**.
- **Supporting vibrant city initiatives by small businesses** through [an expanded Rise Up program] **(\$250K per year)**.
- Creation of an **arts concierge program** that will afford Tourism Calgary the opportunity to connect convention organizers with local artists to provide programming for their events **(\$100K per year)**
- **Creating uniquely Calgarian a-la-carte offerings** during signature events like the World Petroleum Congress, the Special Olympics, Rotary International, AUArts 100th anniversary etc.; that also builds capacity to allow arts organizations to develop "off the shelf" products that can be sold to conventions year over year **(\$525K per year)**.

The proposed CADA Creative Economy implementation strategy is **unfunded** and is outside the scope of our core business (which is to provide grant funding for artists and arts organizations). However, we believe that leveraging CADA's existing resources and an additional investment of **[\$1.25M per year]** would allow us to deliver a more eventful city in a cost-effective manner. As Council deliberates the budget, we wanted Council to be aware that there is a way for CADA to assist in achieving the objectives of The City, CED and Tourism Calgary.
