

Cultural Plan Alignment with 2019-2022 Council Directives

P: A Prosperous City (P1 – P5)

N: A City of Safe and Inspiring Neighbourhoods (N1 – N5)

W: A Well-Run City (W1 –W5)

M: A City That Moves (M1 – M4)

H: A Healthy and Green City (H1 – H6)

Cultural Plan Strategic Priorities

Maximize Calgary's Diversity Advantage



- **P3** attract and retain new talent
- **N2** engage in a way that encourages active participation across all ages, cultures
- **H4** reduce and prevent social isolation through public meeting spaces, mobility choices

Grow Calgary's Cultural Sector & Creative Industries



- **P2** growth industry:
 - travel and tourism with enhanced focus on arts, culture, festivals
- **P3** enhance support for entrepreneurs
- **P3** attract and retain new talent
- **H1** address climate change in a way that engages Calgarians

Activate Culturally Vibrant Neighbourhoods & Districts



- **P3** attract and retain new talent
- **N1** neighbourhoods and public spaces that are safe, accessible and inclusive
- **N2** a vibrant, community oriented culture
- **N2** encourage active participation in civic life
- **N2** improve connections through community hubs and partnerships
- **M2** walking, cycling, transit attractive choices
- **H5** accessible and affordable recreation programs
- **W3** eliminate impediments to citizens trying to make improvements

Reinforce Centre City as the Cultural Heart of the City



- **P2** growth industry:
 - travel and tourism with enhanced focus on arts, culture, festivals
- **P3** revitalize the city's downtown core
- **P3** attract and retain new talent

Conserve & Celebrate Calgary's Built, Natural & Indigenous Heritage



- **P2** growth industry:
 - travel and tourism with enhanced focus on arts, culture, festivals
- **N3** cherish and protect our heritage
- **N3** heritage processes that protect heritage assets