



Calgary



**2016 Civic Partner
Annual Report** *(Calgary Arts
Development
Authority)*

2017-04-25

Presentation

1



Strategic Priority #1 - Raising the Value

- Participated in Cultural Plan
- Year of Music Steering Committee and JUNO Host Committee
- Importance of arts in Economic Development strategic plan
- Role of arts in Calgary Foundation Vital Signs Report
- Importance of arts in Tourism Calgary Destination Strategy
- Launched a new content-rich website
- Continued to promote What's On in Calgary
- Research and data collection
- Walrus Talk
- Olympic Bid Committee
- cSPACE King Edward successfully opened – new arts hub

Strategic Priority #2 – Building Partnerships



- Calgary Economic Development
- Tourism Calgary
- Calgary Board of Education
- University of Calgary
- Institute for Community Prosperity, MRU
- Calgary Congress for Equity and Diversity in the Arts
- Iniiistsii Treaty Arts Society
- Calgary Chamber
- Downtown Calgary
- Calgary Foundation
- Living a Creative Life Signatories
- Stronger relationship with Arts Cornerstones

Strategic Priority #3 – Leveraging Resources

- Remarkable Experience Accelerator Program - \$400k from Hotel Association
- New Pathways for the Arts – \$155k from AFA, Suncor Energy Foundation, Calgary Foundation
- Year of Music – Tourism Calgary
- Mayor’s Lunch for Arts Champions – Sponsors: Strategic Group, TELUS, TD, ACAD, Aspen, ATB, Flames Foundation, Calgary Foundation, CMLC, Calvista, First Calgary Financial, Kasian, KMPG, and MRU
- Cultural Leaders Legacy Arts Awards – ATB Financial, Sandstone, CCIS, Enbridge, Individual donors
- Poet Laureate program - \$10k from Calgary Chamber, First Calgary Financial, Calgary Foundation
- SpaceFinder Alberta – \$45k from Alberta Real Estate Board
- Additional \$1M from City of Calgary – Arts Emergency Resiliency Fund
- Investigating Charitable Foundation

2016 Performance Measures

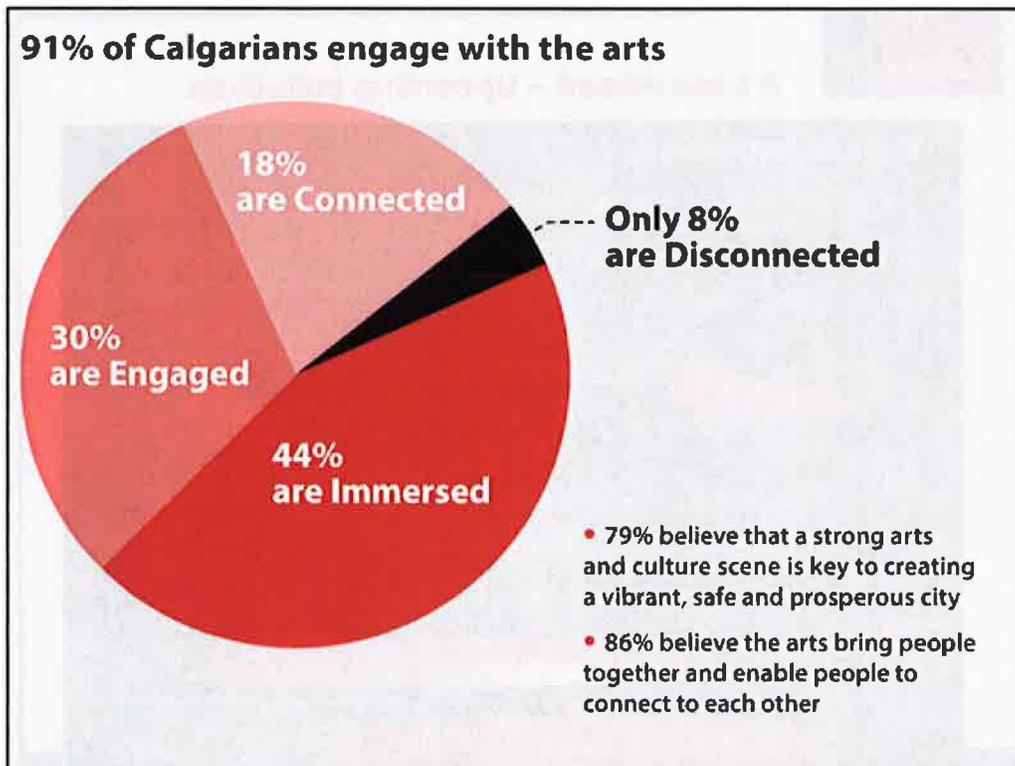
- Helped mitigate negative effects of economic downturn through Emergency Resiliency Fund - \$1M from City invested
- 190 New attendees at Mayor's Lunch
- 15 new signatories for Living a Creative Life
- 21,000 new web users
- 3,000 new Twitter followers for @CalgaryArtsDev
- Almost 5,000 new Twitter followers for @CalgaryCulture

- Invested in 12 more organizations and 4 more artists
- Assisted organizations mitigate negative effects of economic downturn through Emergency Resiliency Fund - \$1M from City invested
- 190 New attendees at Mayor's Lunch
- 15 new signatories for Living a Creative Life
- 21,000 new web users
- 3,000 new Twitter followers for @CalgaryArtsDev
- Almost 5,000 new Twitter followers for @CalgaryCulture

How arts contribute to building a great city

- Arts role in CED and Tourism strategies
- Shared prosperity
- Equity, Diversity and Inclusion
- Arts boost economy
- Arts shape identity
- Arts inspire youth
- Arts create connections, a sense of belonging and well-being
- Reconciliation
- Creative place-making

- Arts play a role in CED and Tourism strategies to build a great city
- Conversations with partners around shared prosperity
- CCEDA partnership – working toward access and inclusion for all
- Arts **boost economy** – Investment generates 20x direct economic input, \$1M invested generates 22 jobs
- Arts **shape identity** – vibrant arts community attracts business, talent and visitors to our city
- Arts **inspire youth** – arts reintroduced into curriculum, helps at-risk kids, develops creative thinking skills, develops more engaged citizens
- Arts **create connections**, a sense of **belonging** and **well-being** – Calgary Foundation, Healing through the Arts award, Arts for Social Change, newcomers to Calgary
- Reconciliation – Artsdance, REDx Talks, Elder in the Making
- Creative placemaking – East Village as example



Engagement survey – 91% of Calgarians engage with the arts

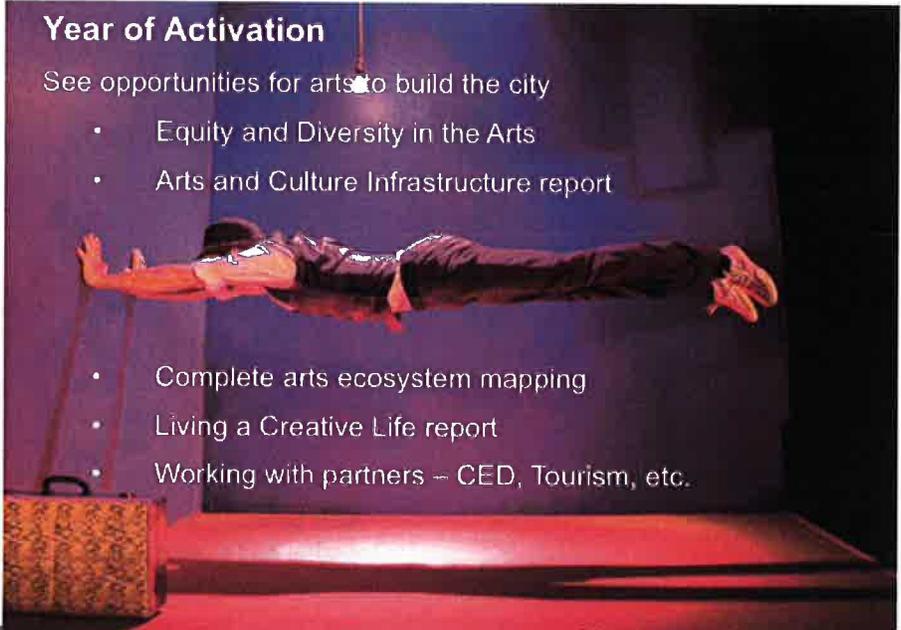
- 44% are Immersed – engage in all types of activities from media to attending to creating
- 30% are Engaged – undertake at least 2 types of related activities
- 18% are Connected – engage in one way
- Only 8% are Disconnected – do not engage in the arts
- 79% of Calgarians believe that a strong arts and culture scene is key to creating a vibrant, safe and prosperous city
- 86% believe the arts bring people together and enable people to connect to each other
- Cultural diversity, city betterment and tourism are the top perceived benefits of the arts to Calgarians
- Neighbourhood communities are seen to benefit from the arts – engaging people and bringing them together – making it a better place to live
- One in four Calgarians volunteers or donates to arts or cultural organization

Calgary  **A Look Ahead – Upcoming Initiatives**

Year of Activation

See opportunities for arts to build the city

- Equity and Diversity in the Arts
- Arts and Culture Infrastructure report
- Complete arts ecosystem mapping
- Living a Creative Life report
- Working with partners – CED, Tourism, etc.



2017-04-25 Presentation Calgary International Children's Festival

- Year of Activation
- See opportunities for arts to build the city
 - Equity and Diversity in the Arts
 - Arts and Culture Infrastructure report
 - Complete arts ecosystem mapping
 - Living a Creative Life report
 - Working with partners – CED, Tourism, etc.
- Try to help Cornerstones find solutions to their situation

A Look Ahead – Key Strategic Risks

Gaps in Arts Ecosystem

- Cornerstones in trouble – almost half of the 10 Cornerstones are at risk of insolvency if more support is not found soon
- Facility operating grants non-existent
- Many organizations and individual artists cannot access funding
- Innovation and risk-taking hard to do without operational stability
- Unable to leverage the potential of the arts to build our city

- Calgary has been historically behind in terms of arts grants compared to other cities in Canada
- Our Arts Cornerstones are behind their peers across Canada in terms of how much of their operating budgets come from municipal funding - 3.5% average here vs 7.7% average across Canada
- Contributed revenue from sponsorships and donations have filled the gap in the past but the game has changed
- The double-whammy of being behind and the economic downturn has hit our Cornerstones hard – there is no indication the economic situation will improve

How does CADA have greatest impact?

- Help Cornerstones in trouble
- Facility operating grants
- Those who currently can't access funding
- Innovation and risk taking
- Gaps in arts ecosystem