

Arts Commons

# 2016 Civic Partner Annual Report

*Arts Commons*



## 2016 Accomplishments

- ✓ Played a critical role in the sustainability of **190+ organizations** by providing access to, and maintaining the **560,665 sq. ft. facility**.
- ✓ Provided Resident Companies (**Alberta Theatre Projects, Calgary International Children's Festival, Calgary Philharmonic Orchestra, Downstage One Yellow Rabbit, and Theatre Calgary**) with preferred access to the facility at preferred rates.
- ✓ Completed the **Seat & Aisle Lighting Replacement Initiative** in the **Engineered Air Theatre, Martha Cohen Theatre, Max Bell Theatre** and **Motel** to enhance the patron experience, effectiveness, efficiency and sustainability of the facility.
- ✓ Presented the award-winning **BD&P World Music, National Geographic Live, PCL Blues, TD Jazz** and **public engagement** through **Arts Commons Presents**.
- ✓ Fulfilled a **Mutual Strategic Consulting Agreement** with **Kidsfest** and entered into a new **Service Agreement** with **Alberta Ballet**.
- ✓ Collaborated with **Calgary Association for the Development of Music Education**, the **Calgary Board of Education** and the **Calgary Catholic School District** to deliver a suite of educational programs including the **Hub for Inspired Learning**, a **Campus Calgary** initiative.
- ✓ Initiated the **Arts Commons Waste Diversion Initiative** in conjunction with **Do It Green**.



## Use of Arts Commons Venues

(Arts Learning Centre, Big Secret Theatre, Engineered Air Theatre, Jack Singer Concert Hall, Martha Cohen Theatre, Max Bell Theatre, Motel, and The Hub)

2014 Results	2015 Results	2016 Results
<b>959</b> performances, concerts or events held by <b>162</b> community organizations	<b>1,215</b> performances, concerts or events held by <b>315</b> community organizations	<b>889</b> performances, concerts or events held by <b>191</b> community organizations

## Total Number of Tickets Distributed through the Arts Commons Box Office:

(inclusive of Resident Companies and other community users of the venues)

2014 Results	2015 Results	2016 Results
<b>433,469</b> tickets distributed	<b>462,100</b> tickets distributed	<b>430,968</b> tickets distributed

Arts Commons is a key contributor to the social, economic, cultural and intellectual life and well-being of Calgarians and visitors to our great city.

The lives of hundreds of thousands of Calgarians and visitors are enriched by having benefited from the experiences that are produced and presented annually at Arts Commons.

**Learning, Growth Efficiencies & Sustainability** - To continue to be relevant, Arts Commons must continuously innovate:

- I. Arts Commons is embarking on a comprehensive project to apply proven best practices in the arts industry which will increase organizational capacity, resulting in sustained revenue growth through stronger patron relationships.
- II. Arts Commons' new capital planning and management software in development with the assistance of The City and KPMG will become operational.

**Customer Experience & Community Benefit** - Implement a new customer experience strategy platform and launch the 'New Communities Initiative' that will help new Canadians find a home at Arts Commons.

**Artistic Programs** - Grow its presenting activities to diversify programming to reach new audiences, and continuing to work with the CBE and CCSD on the delivery of a suite of educational programs.

**Advocacy & Awareness** - Continue to play a critical role in the sustainability of hundreds of organizations by maintaining and providing access to the facility.

**Finance & Governance** – Continue to benchmark, explore and adopt industry best practices in an effort to diversify and grow key revenue streams, increase operating efficiencies and strengthen governance practices.



## Alberta's New Economic Norm

- Arts Commons revenue streams (fundraising, programming and venue utilization) will continue to be under considerable pressure.
- Arts Commons will continue to ensure that its expenditures are in alignment with its annual operating income and its available working capital.

## Relevance

- It is crucial that Arts Commons remains relevant to the community – to matter more to more.
- Arts Commons will increase its efforts to better understand its community as it strives to develop and offer programs, experiences, and opportunities for citizens and visitors that reflects an empowered, diverse and engaged populace.

## Aging Infrastructure

- For thirty-two years, Arts Commons has played a central role in the cultural fabric of Calgary. To ensure future generations continue to enjoy the benefits that the arts bring to community, more investment must be made to renew the existing facility - to align with The City's long-term strategic objective to build a culturally vibrant and healthy community.