

Calgary



2023-2026 Service Plans and Budgets

Calgary Arts
Development Authority

Image: Making Treaty 7
Cultural Society





CreativeCITY

Imbed audacious creativity into our city's DNA

To fully leverage the robust, growing creative economy in Calgary, creativity needs to be at the heart of everything we do as a city.

Mobilize Calgary's creative capacity

To develop and retain Calgary's exceptional creative talent, we must work to ensure creative professionals, new or seasoned, have the knowledge, skills and resources required to succeed.



Incubate creative collisions

Unifying our creative economy under one identity requires creating conditions for collaboration, cross-sector partnerships, knowledge transfer, and resource sharing.

Value the diversity of Calgary's creativity

As an incredibly diverse city, Calgary has an opportunity to tap into the unique perspectives and experiences of our diverse creative class to build something new, authentic, and meaningful for everyone in the city.

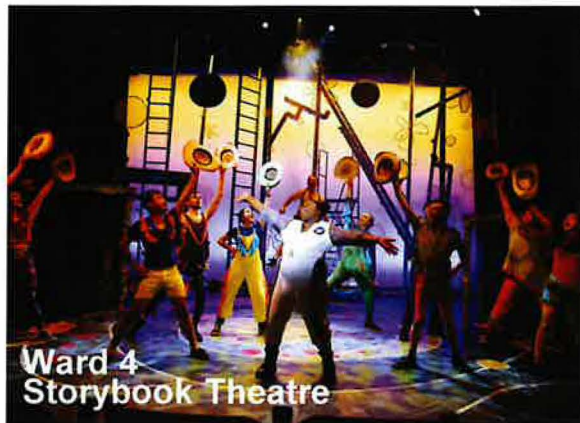
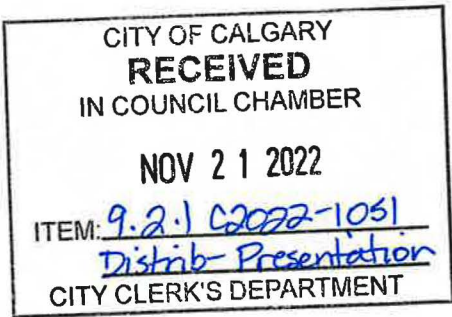


**100,000+
events &
14 million
attendees
across the
four-year
budget cycle**



What is being asked of the arts

- Increased downtown vibrancy
- Igniting economic recovery and growth
- Supporting branding
- Boosting of local and global reputation
- Advancing Reconciliation
- A city full of events



Key Objectives for 2023-2026

Council Foundations:

- Economic Resilience
- Social Resilience
- Climate Resilience

Council Focus Areas:

- Downtown Revitalization
- Global Positioning & Reputation
- Hosting & Hospitality
- Social Equity

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Image: Singer, songwriter &
humanitarian Tom Jackson courtesy
of Calgary Philharmonic

