

05/12/2013

## The City of Calgary Recreation

SPC on Community & Protective  
Services  
2013 December 06

Funding Request for  
Cultural Infrastructure

Decidedly Jazz  
Dance Centre

CPS2013-0824

Recreation....More than you think



## Previous Council Direction

- **Civic Arts Policy**
  - Commitment towards cultural development
  - Calgary Arts Development Authority (CADA)
- **Municipal Sustainability Initiative (MSI)**
  - Financing becomes available
  - 5% is set aside for cultural infrastructure
- **Council's 3 Key Guiding Principles**
  - Meets a need in the sector and is endorsed through CADA
  - Investment on partnership basis with non-profit organizations
  - Project risk is managed

2013 December 06

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Recreation....More than you think



## The Cultural MSI Fund

- \$ 165 million
- \$70 Million committed to date:
  - 4 projects completed
  - 2 major projects under construction
  - 3 projects approved & under development
  - + Decidedly Jazz Dance Centre
- Yield on Investment
  - 5 performance theatres (200 – 800 seats)
  - ➡ – Studio, exhibit, & creation spaces
  - ➡ – Back-of-house space

2013 December 06

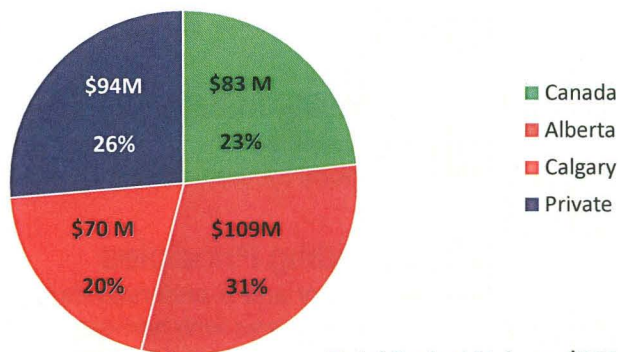
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## Projects Leveraging The City's Investment

Total City Investment = \$70 M



Total Project Value = \$356 M

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## Managing Risk

- Comprehensive Due Diligence Review
  - Sufficient financing
  - Self-sustaining, once built
  - Durable, LEED-grade building
  - Accessibility, Public Art, & Other City Policies
- Project's Risk Management Plan
  - Sufficient contingencies
  - Professional Project Manager
  - Contracts on a competitive basis
  - Course-of-construction insurance

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## Administration Review Summary

- This non-profit organization has been:
  - Endorsed through CADA's Cultural Spaces Investment Process
  - Approved by the Minister of Municipal Affairs
- Financing is in place to proceed
- The organization is sustainable
- Meets LEED, Accessibility & Public Art Policies
- Funding Agreement will hold DJD and landlord accountable to City requirements prior to release of MSI funds

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## Administration Recommendations

- Administration recommends that \$5.46 million in MSI funding be appropriated for the Decidedly Jazz Dance Centre project

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Thank you!

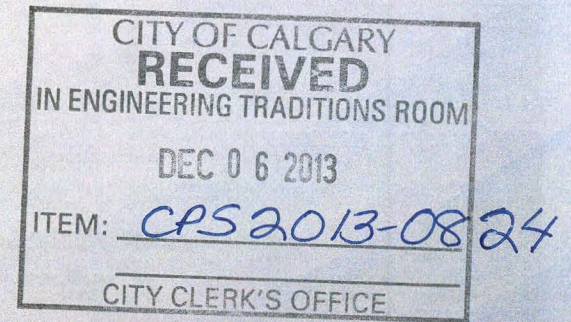
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A Presentation by

Kathi Sundstrom  
Executive Director, Decidedly Jazz Danceworks



# About DJD

30<sup>th</sup> Anniversary Season



- Founded in 1984
- Enriching lives by engaging people in exploring, evolving and promoting the art of jazz dance
- From humble beginnings \$206,000 Canadian Job Strategies Grant
- Since then combined annual revenues are over \$46M with 40% having been paid to artists, employees or contractors
- Fiscally responsible, Artistically innovative
- Highly collaborative art form and company
- Encourage connections: between music + movement, audiences + performers, self-expression + teamwork, creativity + community



# Current Impact

- 25,000 audience members annually
- More than 50 original creations
- 8-12 professional dancers, 4-8 musicians, 12-15 emerging artists
- 100+ dance instructors
- 10,000+ children
- 4,200 dance class participants
- Other facility users
  - 5 community groups
  - 11 artist groups
  - 43 independent artists





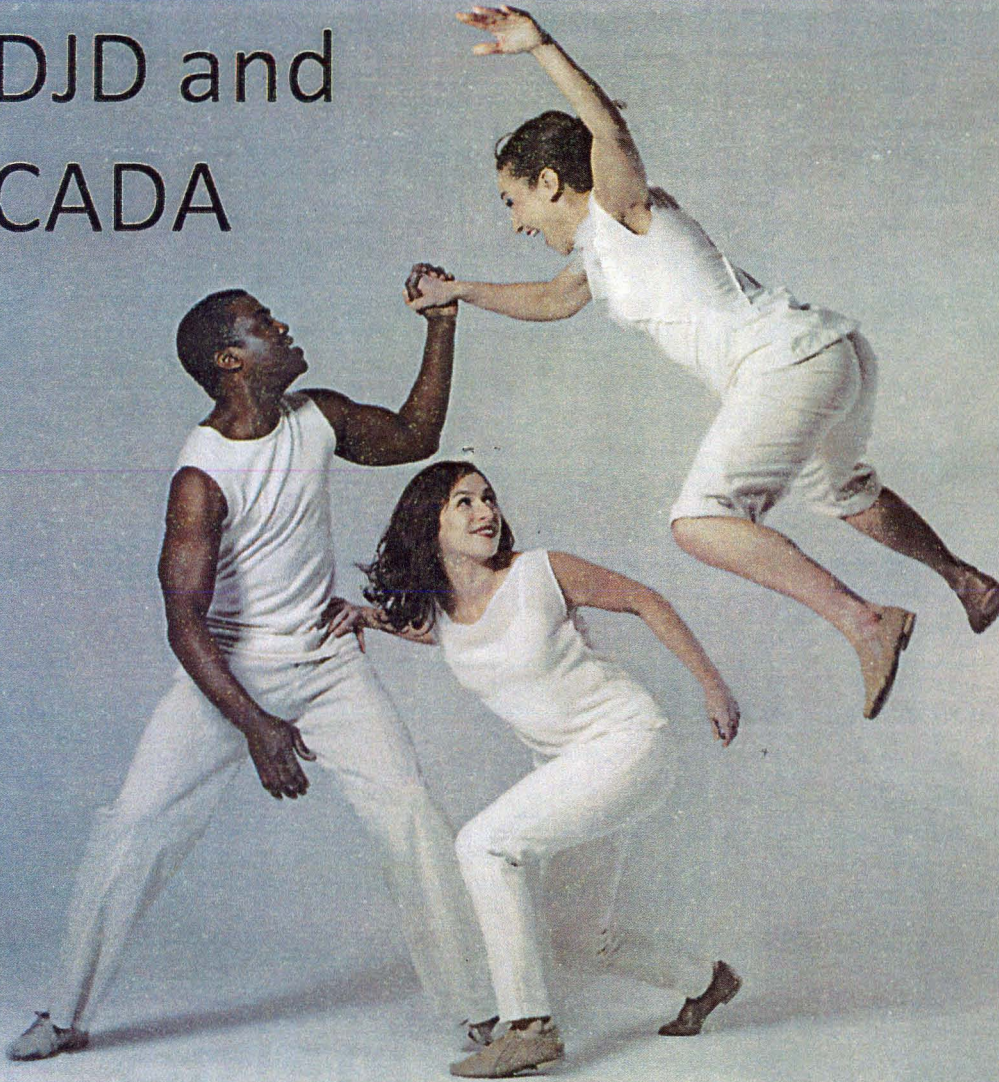
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# DJD and CADA



- DJD is well-known to CADA – has been a client since 1988
- CADA was early to recognize the value of this project and recommend support of \$5.46M from the City through the Cultural Space Investment Process in 2008
- This vote of confidence helped leverage:
  - Two \$1M private gifts
  - \$1M from Suncor Energy Foundation
  - \$5M from the Province
  - \$1.9M from the Federal Government
  - \$800,000 from Individual Donations
- Bringing us to 85% of our \$25M campaign goal



# New Possibilities for Greater Impact

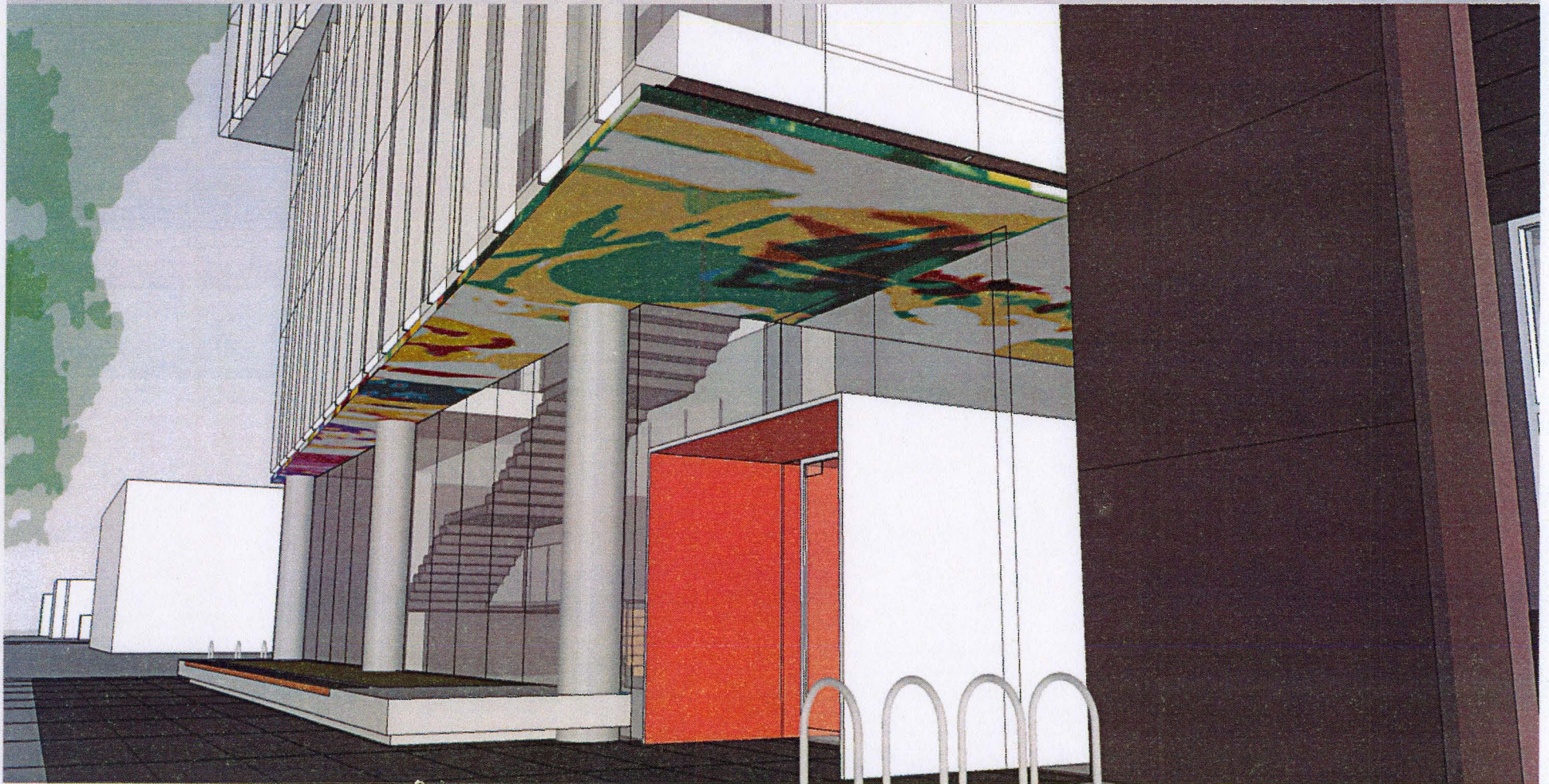


- Increased opportunities for performance and public access
- Expanded space for new creation and rehearsal
- Professional Training program expansion – more dancers, choreographers, and dance instructors
- Double the size of the School of Decidedly Jazz
- Shared space for additional community use
- Space for more independent artists
- Opportunities for greater social impact



## This new Dance facility will ...

- Be an important cultural asset for Calgary
- Enliven the Beltline District with vibrant programming for all Calgarians
- Increase access to the arts
- Strengthen the cultural fabric of our city
- Help other non-profit organizations, dancers and dance companies
- Further develop our art form and talent
- Provide an accessible place where people can explore, experience and celebrate jazz





**From:** J Cody Berglind [mailto:jcody.berglind@gmail.com]  
**Sent:** 2013 December 09 12:20 PM  
**To:** Smillie, Corrie A.  
**Subject:** Decidedly Jazz Grant

Hello,

Hi my name is Cody Berglind and this is Katherine Burrowes. We are two of the founders of illFX Entertainment Inc. Apart from all of our founding members being trained and mentored at Decidedly Jazz, we also run all our rehearsals for our professional company out of the building. We also hold events there such as the launch of our new dance wear line, and weekly workshops where Calgary dancers can come take video style classes. Our relationship with DJD began as members of the Professional Training Program, which taught our members how to be self sufficient dancers, and business people working in the Canadian Arts community. Four of our members have been apprentices for the professional DJD company, and have taken that knowledge and experience to new levels. Traveling all over the world, they have shared their understanding of jazz and urban dance. Our company would not have reached its current or future success without the support of the strong women working at DJD. Vicki Adams Willis, Jamie Freeman-Cormack, Kimberley Cooper and Joanne Baker have had an integral part in guiding the direction of our company. They have given us the tools and the facilities to grow our business so that we can contribute as they have, in spreading the love and passion of dance to a new generation. We look forward to the new facility where we can continue our relationship with this amazing organization.

Cody Berglind  
Business Manager/Dancer  
**ILLFX** Entertainment  
403-874-6791