

2015 Civic Partner Annual Report

Arts Commons





Vision:

A creative and compassionate society,
inspired through the arts.

Mission:

To bring the arts...to life.

Mandate:

To foster, present and promote the arts.
To provide and care for our assets.
To ensure optimal utilization of our assets.



Priorities and Deliverables for 2016-2017

I. Creative and Engaging

- Continue to initiate and roll-out new volunteer program; including the new 'Concierge' program; delivering an exceptional "**street to seat**" experience for patrons and public.

II. Leading Facility

- Continue to implement Energy and Asset Management Plan and undertake approximately \$5 million in high priority **lifecycle** projects:
 - Venue Seating and Aisle Lighting Replacement Initiative for All Theatres.
 - Jack Singer Rehearsal Hall Acoustic Remediation Initiative.
 - Implementation of Building-Wide Green Initiatives.



III. Quality Programming

- Arts Commons Presents (ACP): live performances; educational initiatives in collaboration with the Calgary Board of Education and the Calgary Catholic School District; visual and media arts; and public programming that is accessible, engaging and dynamic.
- Arts Commons Programming focus:
 - Provides a **diverse range of quality artistic experiences** and access points.
 - **Enhances the participant experience** alongside Resident Companies and community events.
 - **Fosters quality, equitable and supportive art and artist infrastructure** within Arts Commons' resource means.
 - **Addresses 'diversity' through programming**, such as the TD Arts Access Pass and free events to address areas of opportunity and highlight new initiatives through a strategy themed: 'A Year of Living Generously'.

Priorities and Deliverables for 2016-2017

IV. Support Artists

- Artists will continue to benefit from Arts Commons' role in the community as it strives to ensure:
 - **Sustainability** of 315+ Resident Companies, partners and community organizations.
 - **Maintaining** the complex that houses six performance venues, rehearsal halls, shops, a variety of public engagement and administrative spaces.
 - **Presentating** artists through BD&P World Music, PCL Blues, and TD Jazz series and through the visual and media arts programming platform.
 - **Arts Education** programs that serve thousands of students annually.

V. Sustainable

- Pursue **additional revenue sources** by offering access to Tessitura Arts Enterprise Software to other Calgary-based organizations, and explore opportunities to utilize the platform to sell tickets for other venues.
- Complete the implementation of a **shared services agreement** with the Alberta Ballet that will maximize efficiencies through shared resources.



Strategic Issues in the Next Year

I. Alberta's Economic Crisis:

- Charitable sector to see lower levels of support from the private sector, individuals and government. Also anticipating loss of earned revenues through lower ticket sales, fewer bookings of venues, and lower concession sales.

II. Changing Provincial and Federal Political Environments:

- Undertaking robust government relations strategy with both new governments to meet short-term and medium-term business objectives.

III. Aging Infrastructure:

- The 560,665 square foot facility was planned in the boom years, but built during a recession and opened to the public on September 14, 1985. Thirty years later, Arts Commons is facing extensive infrastructure projects to address assets reaching the end of expected life-cycle.



2015 Performance Highlights

I. Performances, Concerts or Events:

- 2014: 959 held by 162 community organizations (incl. ResCo's)
- 2015: **1,215** held by **315** community organizations (incl. ResCo's)

II. Revenue Generation: Venue Maximization & Revenue Diversification

- 2014: \$5,539,019
- 2015: **\$6,458,827**

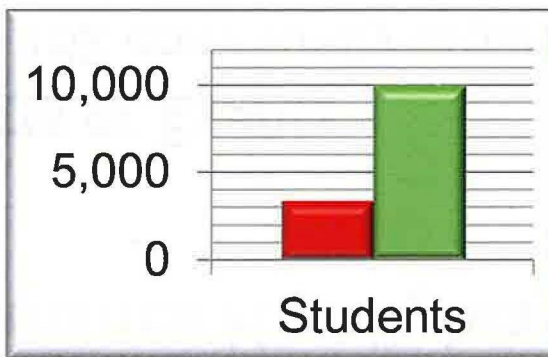
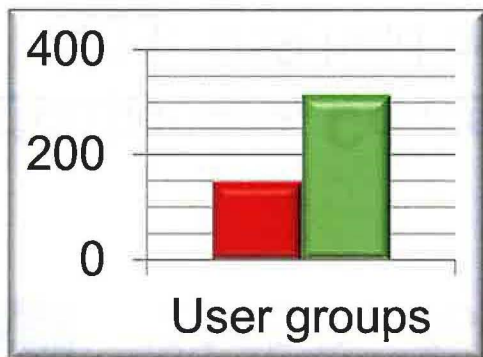
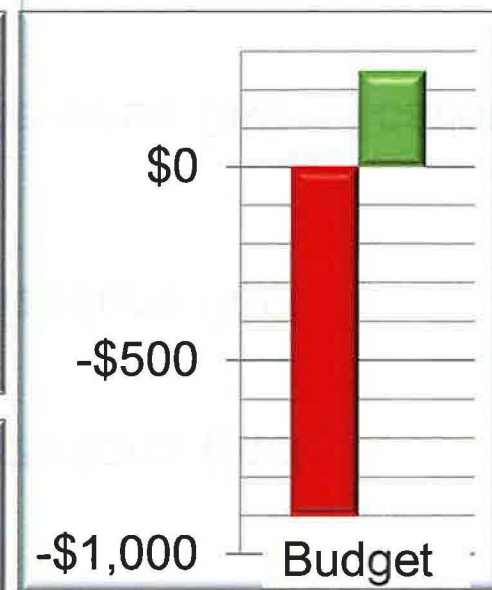
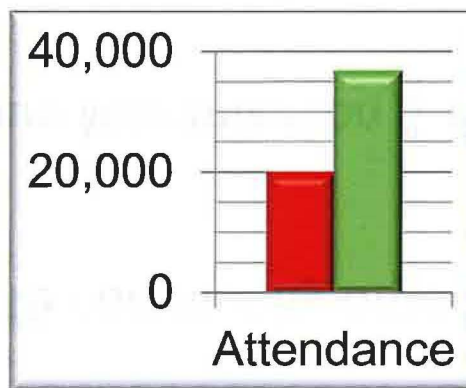
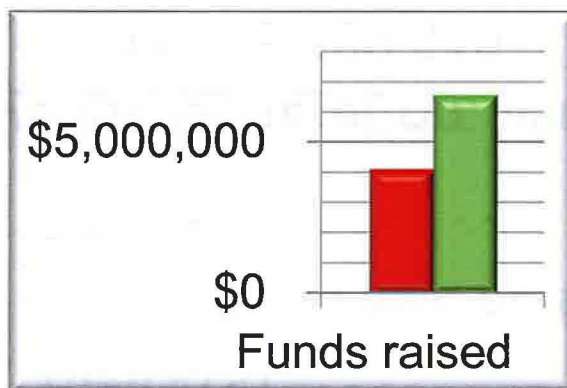
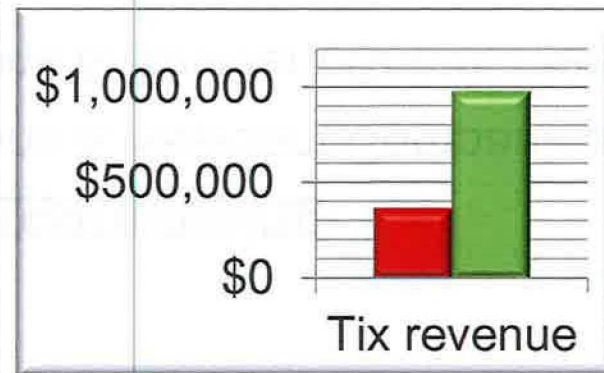
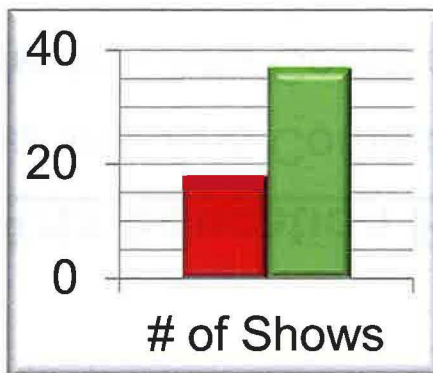
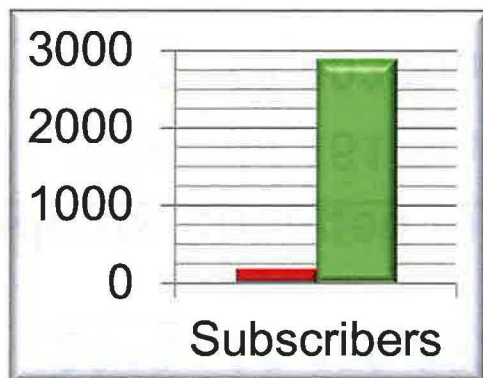
III. Students Engaged in Arts Education Programming:

- 2014: 44,161 Students – Arts Commons & Resident Companies
- 2015: **53,403** Students – Arts Commons & Resident Companies



2015 Performance Highlights

Arts Commons
2010-15



2009/10
2014/15



Arts Commons

462,100

Ticketed Visitors



138,630

Non-Ticketed Visitors



Arts
Commons

53,403

Student Experiences



22,702

Volunteer Hours



Arts Commons

1,215

Commercial & Non-Commercial
Event Bookings



1,002

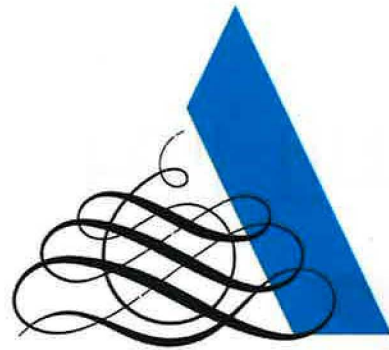
Artists Engaged



Arts
Commons

238

Full-Time Employees



Arts
Commons

\$87,730,000

Collective Annual Economic Impact*

* December 2015: Economic Impact Analysis, **Deloitte**.