

PROGRESS UPDATE ON CALGARY ARTS DEVELOPMENT AUTHORITY ARTS PLAN

EXECUTIVE SUMMARY

On 2013 July 29 Council received for information Calgary Arts Development Authority's Interim Progress Report on its Arts Plan (CPS2013-0490). The development of an Arts Plan was an initiative identified in the application for Cultural Capitals of Canada, a year-long celebration of Calgary which concluded 2013 March 31 to which Council provided \$2 million in support. In turn, "Calgary 2012" provided seed funding for a city-wide Arts Plan, to be facilitated by the Calgary Arts Development Authority (CADA).

In 2012 May, CADA embarked on a process to create a comprehensive strategy for arts development and investment in Calgary which is intended to be a major legacy of Calgary's year as a Cultural Capital of Canada. To date the Plan has involved engagement with citizens and artists. The 2013 December 10 Strategic Planning Meeting of Council is intended to present the objectives of the arts development strategy and take the opportunity to gather further input from Council. This will inform the development of the final Arts Plan which will be presented to Council, through the SPC on Community and Protective Services, in 2014 March.

ADMINISTRATION RECOMMENDATION(S)

That Council

1. Provide feedback to CADA, through the 2013 December 10 Strategic Planning Meeting of Council, on the five focus areas identified through the Arts Plan's process of engagement;
2. Direct Administration to continue to work with CADA on the preparation of the final Arts Plan; and
3. Approve Administration's request to defer the report on CADA's final Arts Plan and report back to Council through the SPC on Community and Protective Services no later than 2014 March.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2013 July 29 Council approved the following recommendations in report CPS2013-0490, Update on Arts Development as amended:

1. Receive the interim Progress Report on the Arts Plan for information;
2. Hold a Special Strategic Planning Meeting on the Arts Plan no later than 2013 December; and
3. Direct Administration to bring the final Arts Plan to Council, through the SPC on Community and Protective Services, no later than 2014 February.

On 2011 December 7, Council adopted Report CPS2011-61 – Update on Cultural Capital 2012 which triggered the release of the final commitment from the Fiscal Stability Reserve of \$1,667,000 toward the \$2 million Council had approved for Calgary 2012.

On 2011 April 18, Council adopted Councillor Pincott's Motion NM2011-13 Cultural Capital 2012, as amended, approving the following, funded from the Fiscal Stability Reserve:

1. \$333,000 for program development and implementation, community outreach and corporate fundraising between now and the end of October 2011;

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2. The original \$667,000 investment from City Council be a non-contingent commitment to 2012 celebrations; and
3. An additional \$1M be committed to 2012 celebrations, bringing The City's contribution to a total of \$2M subject to presentation of the final program and budget to the SPC on Community and Protective Services no later than 2011 December.

On 2010 June 21, Council adopted Report C2010-38 In-Camera – Cultural Capitals of Canada 2012 application. This Council direction provided funding to Calgary 2012 – Cultural Capital of Canada.

On 2004 December 6, Council approved CPS2004-86 Arts Policy Implementation Update & Arts Authority Business Plan.

On 2004 May 3, Council approved CPS2004-24 New Civic Arts Policy.

These Council approvals authorized the creation of the Calgary Arts Development Authority to serve as the City's arm's-length arts authority.

BACKGROUND

In 2010, a community-led Steering Committee, which included CADA and The City of Calgary, came together to submit a bid to the federal Department of Canadian Heritage for Calgary to achieve designation as a "Cultural Capital of Canada". This designation, along with a \$1.625 million federal investment towards the Cultural Capital Celebrations, was awarded on 2011 October 14 by the Government of Canada, identifying Calgary as the Cultural Capital of Canada for 2012.

One of the projects outlined in the bid to the Federal Government was the development of an Arts Plan for the city of Calgary. As a result, when Calgary received the designation of Cultural Capital of Canada, CADA received \$50K towards development of the Plan.

CADA is now coming to Council with the following objectives for the 2013 December 10 Strategic Planning meeting:

- To provide an overview of Calgary Arts Development Authority (Attachment 1) and the introduction of its most recent leadership appointments, including the Chair of the Board, Dean Prodan, and new President and CEO, Patti Pon.
- To present the objectives of the arts development strategy (Attachment 2) and take the opportunity to gather further input from Council on the following questions:
 - Do you see your constituents' ambition in this vision?
 - What are the implications for the City of Calgary and how do they align with The City's priorities (e.g. imagineCalgary, Civic Arts Policy, etc.)?
- To ask that Council work with Calgary Arts Development Authority and Administration to ensure that the arts development strategy's implications for the City of Calgary align with The City's priorities.

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INVESTIGATION: ALTERNATIVES AND ANALYSIS

Over the last 20 months, CADA has sought the input and participation of hundreds of Calgarians over thousands of hours to create a long-term arts development strategy. What they heard over and over again was that the arts were a means of building a city where all, not just some, Calgarians would live a creative and expressive life.

In 2012 May, CADA embarked on what it anticipated would be a year-long process to create a comprehensive strategy for arts development and investment in Calgary which is intended to be a major legacy of Calgary's year as a Cultural Capital of Canada. The phased process included:

- Phase One: *Setting the Stage* – a dialogue with artists and arts organizations, and current state research;
- Phase Two: *The Public's View* – an innovative public consultation process that concluded with the development of a report containing seven vision statements and 35 specific recommendations; and
- Phase Three: *Setting the Direction* – three summit meetings and open houses were held in all four city quadrants, overseen by a Steering Committee.

From this research and engagement, visionary targets and strategies for the arts were crafted into a *Progress update on the creation of an integrated arts development strategy for Calgary*, which was presented to Council on 2013 July 29. At that point, the Arts Plan still needed to be refined and a fourth phase was undertaken:

- Phase Four: Five Action Groups worked to refine goals and targets, communication and investment plans, roles and responsibilities for each of the focus areas identified through the planning process. These volunteer Action Groups worked on the following five focus areas that had been identified through the planning process to date:
 - Calgary as an Artist Incubator
 - From Excellence to Export
 - Centre City (Downtown) Arts District
 - Youth & Education
 - Creative Communities

In accordance with Council direction, the next step is for Council to review this work and provide feedback through the 2013 December 10 Strategic Planning session. CADA will then incorporate Council's input and work with Administration to bring back a final Arts Plan to Council. It is anticipated the plan could be presented to the Standing Policy Committee on Community and Protective Services in 2014 March and subsequently Council later than month. This timing requires an additional month beyond the 2014 February return date directed by Council.

Stakeholder Engagement, Research and Communication

CADA's aspiration is for a city that encourages every resident to live a creative life. "Throughout their lives, Calgarians will be active co-creators of a thriving arts scene. Calgary's cultural and social prosperity will grow as artists strive for and achieve excellence and innovation."

CADA's Arts Plan utilized a citizen engagement process called a "Citizens' Reference Panel". It was made up of 36 randomly selected citizens from across Calgary. The Panel met over four

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Saturdays in 2012 September and October to hear from a wide range of experts, policy-makers and artists and learn about Calgary's arts sector and how it contributes to the city's quality of life. The Panel worked together to determine the priorities and vision to guide the creation of a long-term Arts Plan for Calgary. Ultimately, the Panel produced and ratified a common set of recommendations as well as a vision for future arts development and investment. The Citizen's Reference Panel report is included as Attachment 3.

This fall, through the work of volunteer Action Groups, CADA continued its consultations with the arts sector and other stakeholders.

Strategic Alignment

The Arts Plan is intended to help move Calgary toward achieving a number of the targets in imagineCalgary's 100 year Plan, in particular the targets around the Social Goals of Aesthetic Enjoyment and Creative Self-expression, specifically the following:

- # 86: *"By 2036, 95% of Calgarians report that they have a range of opportunities for the aesthetic enjoyment of nature, arts and culture"*
- # 87: *"By 2016, 90% of Calgarians report that they have opportunities to express their unique gifts and talents."*
- # 88: *"By 2021, 90% of Calgarians report that Calgary is a city that promotes creative freedom."*
- # 89: *"By 2026, 90% of Calgarians report that participation in creative activities is an important part of their lives."*

Social, Environmental, Economic (External)

Social

According to research undertaken by Statistics Canada: 93% of Canadians believe that cultural activities contribute to the vitality and competitiveness of our cities and 90% of Canadians believe that the arts are an essential part of their children's education. Development of an Arts Plan for Calgary will help ensure that this city is a vital destination for people to make a living and for them to make a life.

Environmental

The arts help to animate public spaces, encourage civic engagement through accessible creative spaces, and foster strong stewardship of the urban environment.

Economic

According to the Conference Board of Canada, \$1.00 invested, directly or indirectly, in cultural activities, generates \$3.20 in economic activity.

Financial Capacity

Current and Future Operating Budget:

There are no operating budget implications associated with this report. Calgary Arts Development Authority has committed funds from its budget to complete the development of the Arts Plan.

Current and Future Capital Budget:

None identified as a result of this report.

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Risk Assessment

The completion of an Arts Plan is one of the deliverables of Calgary receiving its designation as Cultural Capital of Canada for 2012, as required by the Government of Canada's Department of Canadian Heritage and agreed to in the Contribution Agreement between the City of Calgary and the Department of Canadian Heritage. The formal requirements for Canadian Heritage have been met through the completion of the Citizen's Reference Panel work.

REASON(S) FOR RECOMMENDATION(S):

Extensive consultations with citizens and the arts sector have already been undertaken as part of the Arts Plan. Council is now being asked to provide input to the Plan. CADA will then work with Administration to further refine the proposed implementation of the final Arts Plan, including options for program/structure and possible investment. To provide time for CADA to incorporate Council's input and gather other signatories to the Arts Plan, CADA is requesting that the final report on the Arts Plan be brought to Council through the SPC on Community and Protective Services no later than 2014 March.

ATTACHMENT(S)

1. CADA overview and environmental scan
2. *Living A Creative Life: An Arts Development Strategy for Calgary Draft Framework*
3. Citizen's Reference Panel Report