

COUNCIL STRATEGIC INITIATIVE FUND (CSIF) REQUEST

EXECUTIVE SUMMARY

The Making Treaty 7 Cultural Festival has applied for \$50,000 from the Council Strategic Initiative Fund (CSIF). The Making Treaty 7 Cultural Festival is a large scale cultural enactment of the Treaty 7 area and an exploration into the historic events that marked the founding of the modern homeland. The Making Treaty 7 initiative was launched as part of the Calgary 2012 Cultural Capital of Canada Initiative. The event will occur in conjunction with the Heritage Park 50th anniversary celebrations. As the stewards to the fund, Recreation's Event Advisory Committee has reviewed the application and recommends grant approval.

Under the current CSIF Guidelines, the Event Advisory Committee (Culture Division) within Recreation has authority to grant awards up to \$25,000. Currently, awards of more than \$25,000 must be approved by Council.

ADMINISTRATION RECOMMENDATION(S)

That the Priorities and Finance Committee recommends that Council approve \$50,000 from the Council Strategic Initiative Fund (CSIF) to award to Making Treaty 7 Cultural Society for the Making Treaty 7 Cultural Festival to be held in 2014 September.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2003 June 19 Council approved, as part of the Shadow Budget discussions, the establishment of the Council Strategic Initiative Fund (CSIF), a fund that Council could access to fund unexpected ad hoc external funding requests.

On 2004 January 20, Council approved APA200404c, the process and application package for accessing Council's Strategic Initiatives Fund.

On 2010 July 05, Council approved AOC201211, the amendments of the Council Strategic Initiatives Fund to be effective with the commencement of the Festival and Events award application process being established by the City of Calgary Recreation department.

On 2012 May 07, Council approved AOC201218, the transfer of responsibility for the CSIF allocation intended for 'general stream' CSIF awards to the Culture Division Recreation on the basis of the transfer agreement. Therefore, the CSIF program was transferred from the Aldermanic Office Coordinating Committee (AOCC) to Culture-Recreation.

BACKGROUND

The first of an annually occurring festival centered on a large-scale re-enactment of the treaty signing at Blackfoot Crossing in 1877, the Making Treaty 7 Cultural Festival features one of the oldest forms of community performance. The Making Treaty 7 experience will be rooted in history and tradition, while exploring the treaty's relevance today and tomorrow. The Making Treaty 7 Cultural Festival will feature elements of traditional First Nations pageantry, tableaux-vivant, story-telling, horsemanship, music and dance.

The Making Treaty 7 Cultural Festival will grow and evolve each year, over an initial four-year planning cycle, with the full-scale event to be unveiled in September 2017 as a gift to Canada for its 150th (sesquicentennial) celebration.

COUNCIL STRATEGIC INITIATIVE FUND (CSIF) REQUEST

INVESTIGATION: ALTERNATIVES AND ANALYSIS

The external Event Advisory Committee (comprised of representatives from Calgary Arts Development, Calgary Economic Development, Calgary Sport Tourism Authority, Calgary Business Revitalization Zones, Sport Calgary, Tourism Calgary and The City of Calgary), advises Culture-Recreation on all proposed events and festivals.

The committee has reviewed Making Treaty 7's application (Attachment) and determined it aligns with Council Priorities and CSIF guidelines. For that reason the Event Advisory Committee, through Culture-Recreation, recommends Council approve the application for funding. The one-time request for \$50,000 covers the costs of artists' fees for the cast of creators and performers involved.

Stakeholder Engagement, Research and Communication

After more than two years of research, undertaken with the participation and endorsement of the community of Treaty 7 Elders, The Treaty 7 Chiefs' Association, the Making Treaty 7 Management corporation and the Aboriginal Friendship Centre of Calgary, the Making Treaty 7 event will receive its world premiere in the Chautauqua Tent, 2014 September 11 – 14, as part of Heritage Park Historical Village's 50th Anniversary cultural program. The Making Treaty 7 event has been created in collaboration with Banff Centre, One Yellow Rabbit Theatre and Alberta Theatre Projects. Heritage Park is a venue partner, and is contributing valuable in-kind infrastructure to the event.

Strategic Alignment

The Making Treaty 7 Cultural Festival supports the goals of the Festivals and Events policy to enhance the quality of life in Calgary by investing in activities that lead to vibrant communities.

Festival and Events policy aligns with imagineCALGARY's Plan which includes creative self-expression goals, and highlights the need for a wide range of opportunities for creative expression in Calgary. By 2026, imagineCALGARY's target is that 90 per cent of Calgarians report participation in creative activities as an important part of their lives.

The City's festival and event work is also tied to the common vision and goals for a vital downtown district as outlined in the Centre City Plan. Since many of Calgary's major festivals are contained within the Centre City, the Plan commits that The City of Calgary will actively support festivals and events to ensure their long-term sustainability and growth within the Centre City.

Social, Environmental, Economic (External)

Social

Making Treaty 7 strengthens Calgary's Voice by launching an Aboriginal Culture Tourism event. It provides cultural leadership by demonstrating themes of heritage, community, history, human rights and social justice through professional theatre. It also tells their stories, and invites all inhabitants of Southern Alberta to learn what it means to be a "treaty person".

COUNCIL STRATEGIC INITIATIVE FUND (CSIF) REQUEST

A strong social infrastructure is integral to a strong economy. The City supports cultural and recreational activities through investments in infrastructure and programs, and by leveraging partnerships that result in facility development opportunities.

Environmental

The event will not have a substantial environmental impact. It will contribute to a culture of preservation and encourage residents and visitors to consider their impact on the natural and built environment. It will also increase awareness of the site, attraction and area's significance.

Economic

The Making Treaty 7 Cultural Society has demonstrated the potential of the Making Treaty 7 Cultural Festival to deliver a showcase Aboriginal Tourism and Canadian heritage event unlike anything that currently exists. It will promote the preservation and protection of significant local resources, diversify the local economy by creating new jobs, businesses and attractions and build relationships among and within communities exposed to the event.

Financial Capacity

Current and Future Operating Budget:

The Making Treaty 7 Cultural Society has put together a \$283,300 budget for their initiative and has received support to date from a variety of partners. Of the \$283,300 budget for the event, \$50,000 is being requested from CSIF (one-time request).

There is currently \$141,174 available in the CSIF from the annual allocated amount of \$360,000; if the \$50,000 for Making Treaty 7 is approved, the amount remaining in the CSIF fund will be \$91,174 for the remainder of 2014.

Current and Future Capital Budget:

There is no capital budget impact at this time.

Risk Assessment

There are no significant risks associated with the recommendation in this report. To reach this conclusion, consideration was given to event liability and the approval process.

This is a one-time grant as per the CSIF guidelines which the Making Treaty 7 Society is aware of. Accordingly, the Making Treaty 7 Society is required to find alternate funding for subsequent years.

The City of Calgary would not be responsible for any losses incurred as the event is owned and operated by the Making Treaty 7 Cultural Society.

The Event Advisory Committee is made up of external representatives and internal City Administration. There are also strict guidelines for the fund, and terms of reference for the committee that ensure the appropriate management of the fund. In addition, all groups are asked to sign a City of Calgary Service Standard Agreement.

COUNCIL STRATEGIC INITIATIVE FUND (CSIF) REQUEST

REASON(S) FOR RECOMMENDATION(S):

Making Treaty 7 is a legacy project through Calgary 2012 Cultural Capital of Canada initiative. The event will be the first of its kind in North America, and aligns with Council Priorities. As such, Administration supports the approval of the funds through the CSIF to support Making Treaty 7.

ATTACHMENT

Making Treaty 7 Premiere Performance CSIF Application