



# Calgary 2026 Culture & Education



For discussion at the 2026 Olympic and Paralympic Winter Games  
Assessment Committee – June 26

Karen Ball / Burke Taylor

# Culture's Role in Olympism

Culture is the second pillar of the Olympic Movement along with Sport and is enshrined in the Olympic Charter. Sustainability is the third pillar.

Culture is central to the Olympic Mandate:

- To showcase the culture of the Host City and Nation, and
- To capture the opportunity of a global Olympic gathering to create intercultural exchanges; to further intercultural understanding and promote the prospects for world peace.





# Building on Success Maximizing Public Engagement

- 1976 Montreal Games
  - Free program and ticketed events during the Games
  - 300,000 seats available for ticketed events
- 1988 Calgary Games
  - Olympic Arts Festival
  - 1.25 Million attendance
- 2010 Vancouver Games
  - 650 free and ticketed performances and events including a 4 year Cultural Olympiad
  - 5.8 Million attendance

# Cultural Components Olympic & Paralympic Games





- Flag Handover Ceremony
- Cultural Olympiad 2023 to 2026
- Education Programs
- Youth Programs



- **Live Sites**
- Torch Relays
- Olympic and Paralympic Experience
- Welcome Ceremonies for each national team
- Opening and Closing Ceremonies
- Medal Awards Ceremonies and Celebrations



- Online and Screen Based Programs
- Performances & Exhibitions & Publications
- Special Events
- School Programs
- Community Programs
- Tours
- Pop Up Events
- Commissions and Co-Production
- And more ...





- Community based and initiated celebrations at the neighbourhood level



# Impacts and Legacies

- Connect communities and engage citizens nationally
- Engage youth directly online and through the schools
- Distinguish Calgary 2026 from all other Games
- Put the Host Communities and the Nation on the world stage
- Advance community-building and nation-building objectives
- Create some of the most powerful memories of the Games
- Strengthen creative and productions capacity in the creative sector

## Advance City & Stakeholder Plans and Objectives

- Imagine Calgary;
- Sustainability Policy;
- Cultural Plan for Calgary;
- Indigenous Policy;
- Calgary Civic Art Policy;
- City Centre Policy;
- Partnership Policy;
- Triple Bottom Line Policy;
- Action Calgary Plan (City of Calgary);
- Quality of Life Strategy (City of Calgary);
- Municipal Development Plan (City of Calgary) ;
- City Resilience Framework as part of the 100 Resilient Cities Initiative;
- White Goose Flying Report;
- Living a Creative Life (CADA) ,
- Building on Our Energy—an Economic Strategy for Calgary (CED);
- Calgary's Ultimate Host Ultimate Host city Destination Strategy (Tourism Calgary).

## Consultation Within Calgary (to date)

- City of Calgary Secretariat
- Department of Arts & Culture
- Calgary Arts Development
- Calgary Heritage Authority
- Calgary Economic Development
- Tourism Calgary
- Arts Commons
- Calgary Technologies
- Alberta College of Art & Design (ACAD)

## Findings for Calgary (to date)

1. All 5 key goals of the Cultural Plan for Calgary can be advanced through a Games
2. There are opportunities to align, leverage and advance key goals within multiple partner strategies adopted by Council
3. The legacy of '88 still resonates and is a foundation from which to build and strengthen Calgary's culture for the future
4. The Cultural Olympiad provides opportunities to incubate and develop our creative and production capacity in culture, technology and innovation with which we can present ourselves on the world stage.
5. Cultural planning for the Bid needs to ensure that Olympic Cultural programs serve Calgary cultural objectives.



# Key Findings (to date)

Early consultations showed strong interest in the broad range of cultural opportunities and a willingness to engage in the Bid process of opportunity exploration, priority objective-setting, and program option development.

1. Strong agreement that Olympic and Paralympic cultural programs offer unique and substantial opportunities to share with the world the stories that bring us together and set us apart.
2. Indigenous peoples need to be centrally included in the creation and presentation of cultural programs from the early planning stage forward.
3. Equity and inclusion is an important driver for both cultural and education programs at all partner levels and needs to be strongly embedded in the process and presentation of programs.
4. Both quantifiable long term legacies and the real time impact of programs and experiences need to be considered through culture and education objectives.

# Bid Phase - Key Goal for Culture

See yourself within The Games.

- What do you want to experience?
- What do you want to contribute?
- How do you want to engage with your community and the world?

## Culture Alignment with 2026 Bid Values

- **Better Together**

We will maximize Calgary, Alberta and Canada's diversity advantage in connecting to each other and the world.

- **Honour the Land**

We will recognize our shared belonging to this place and embark on healing and building a relationship of trust and respect with indigenous people.

- **Being Well**

We will build stronger and healthier communities that are connected to each other through creativity and the exchange of culture.

- **Dream Big**

We will create a shared narrative of our future by integrating and activating our artists, creators and innovators.

- **Stay True**

We will create meaningful partnerships that advance culture and education priorities and leverage benefit in the community and across the nation.

# Timeline





# Culture and Education Next Steps Through Bid Period

Multi-party  
Partnership  
Agreement

Planning for  
Live Sites

Continued  
Member and  
Stakeholder  
Engagement +  
Community  
Engagement

Development  
of Culture and  
Education  
Program  
Areas

Contribute to  
Candidature  
Questionnaire  
and Bid  
Materials

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