

Calgary



A Cultural Plan for Calgary

CITY OF CALGARY
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CITY CLERK'S DEPARTMENT

SPC on Community Services
and Protective Services

October 14, 2016



Cultural Plan for Calgary

The Cultural Plan begins with a more inclusive definition of culture – well beyond art.

It is **a framework and roadmap** for more strategic use of our cultural resources – people, places and spaces.

Calgary's First Cultural Plan: Background

The development of a Cultural Plan is considered best practice by many cities and when Calgary was designated Cultural Capital of Canada by the federal government, The City committed to developing one which:

- Recognizes **cultural vitality as a key component of a livable city**,
- Speaks to a **renewed vision**
- Is a **cross-corporate plan**
- Is also **a plan for the whole city, including partners** in its implementation.

The City's own role will be determined in the development of a comprehensive implementation plan, yet to be developed.

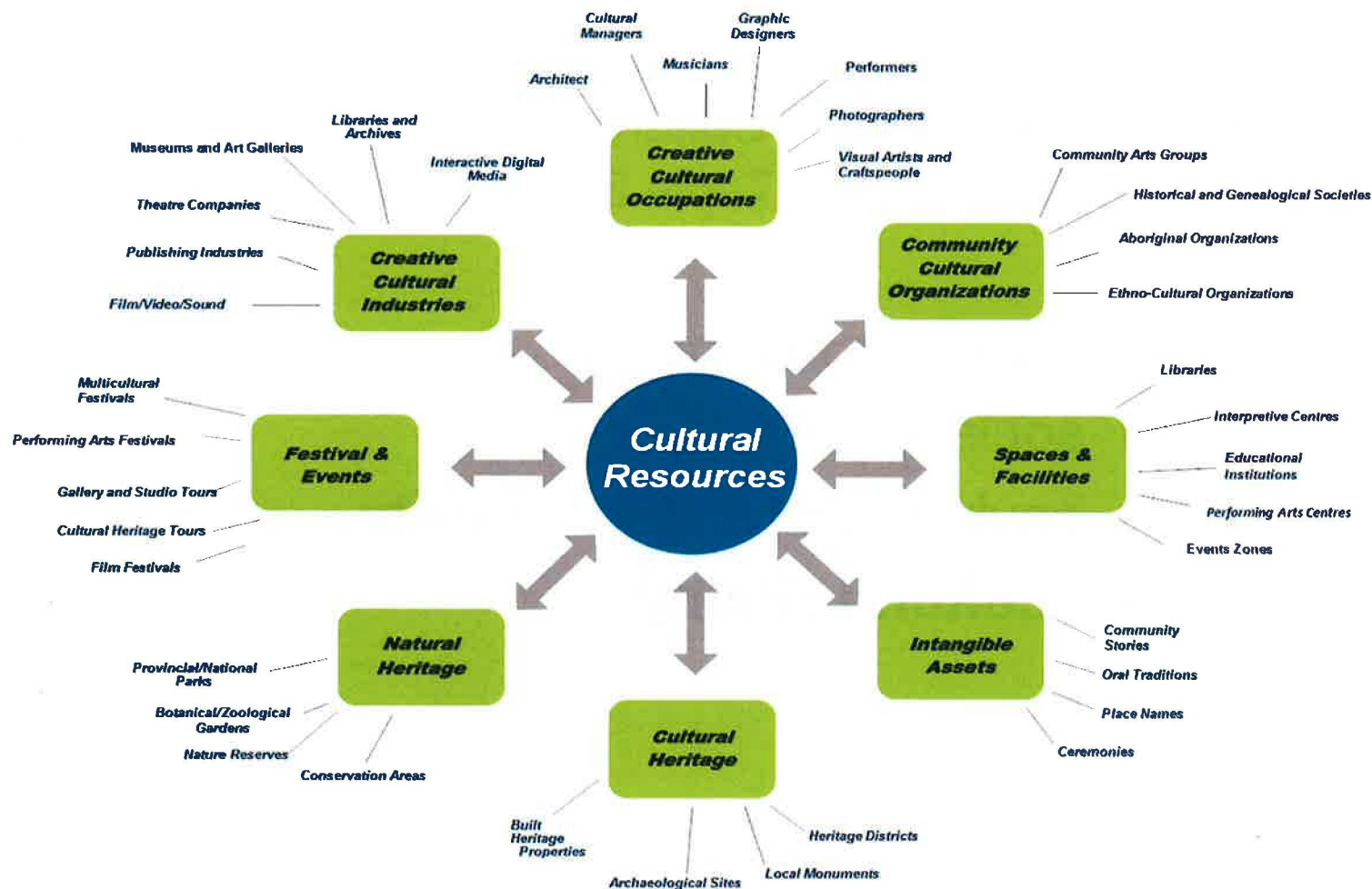


Steering Committee

Name	Organization
Ward Sutherland	Councillor, Ward 1
Chima Nkemdirim	Chief of Staff, Mayor's Office
Patti Pon	CEO, Calgary Arts Development Authority
Cindy Ady	CEO, Tourism Calgary
Luke Azevedo	Commissioner: Film, Television & Creative Industries
Marichu Antonio	Executive Director, Ethno-Cultural Council of Calgary
Leslie Evans	Executive Director, Federation of Calgary Communities
Kevin Capuno	VP of Arts Students' Association, University of Calgary
David Down	City of Calgary Urban Design & Heritage
Ben Barrington	City of Calgary Urban Strategy
Lorna Crowshoe	City of Calgary Calgary Neighbourhoods-Indigenous Fmwk
Michelle Reid	City of Calgary Calgary Parks-Cultural Landscapes



Cultural Resource Framework





At the Heart of a Cultural Plan: *Planning Culturally*

Current thinking suggests that Culture is the “Fourth Pillar of Sustainability”, beyond the Triple Bottom Line:

- economic prosperity
- social equity
- environmental responsibility
- **+ cultural vitality**

- Each member of Council was interviewed
- 800 Calgarians engaged
- 13 business units
- Statistically viable survey results:
 - 80% stated culture was important

5 Strategic Priorities

Maximize Calgary's Diversity Advantage

Grow Calgary's Cultural Sector and Creative Industries

Activate Culturally Vibrant Neighbourhoods and Districts

Reinforce Centre City as the Cultural Heart of Calgary

Conserve and Celebrate Calgary's Built, Natural and Indigenous Heritage



10 priority Actions

Initiate 2016-2018

1. Build connections between ethno-cultural communities, Indigenous communities and Calgary's cultural organizations.	6. Install more public art in neighbourhoods that reflect and add to the character of the neighbourhood.
2. Develop and promote Calgary as a Music City and a film, digital and television centre to best utilize facilities and foster local talent.	7. Implement programming in Centre City that responds to the diverse interests and needs of the community. Ensure access to low-cost venues.
3. Strengthen Calgary's creative industries and cultural sector through a multi-pronged business development strategy.	8. Support and incentivize the activation and conservation of Calgary's historic resources.
4. Secure affordable live/work space and shared work space for cultural organizations, individual artists and creative industries.	9. Increase the visibility of Indigenous communities in the city through public art, placenames and urban design.
5. Increase accessibility of indoor and outdoor spaces for community cultural expression through creative place-making, enabling by-laws & processes, promotion etc.	10. Conserve Calgary's significant natural and cultural landscapes.



What will be Different?

There will be better alignment across a variety of initiatives led by both The City and its many partners.

By using a cultural lens to inform planning, all aspects of culture in Calgary will be:

- Better Connected
- Better Promoted
- More Recognized and Valued
- Strategically Planned and Supported

Culture will be understood as a **key** contributor to making Calgary: “A Great Place to Make a Living; A Great Place to Make a Life”.

RECOMMENDATIONS

That the SPC on Community Services and Protective Services recommend that Council:

1. Approve the framework of *A Cultural Plan for Calgary* as described in Attachment 1.
2. Direct Administration to develop a detailed, comprehensive implementation plan including a governance model that includes external partners.
3. Direct Administration to integrate relevant actions from the Cultural Plan into business plans/ budgets for the upcoming 2019-2022 budget cycle.
4. Direct Administration to investigate adopting 'cultural vitality' as the fourth pillar of a quadruple bottom line that promotes a livable and sustainable city.
5. Direct Administration to report back to SPC on CPS no later than the end of Q4 2017 with an update on the Cultural Plan implementation.