

Calgary



INVESTMENT IN CALGARY'S CORNERSTONE ARTS ORGANIZATIONS

*Priorities and
Finance Committee
July 18, 2017*

CITY OF CALGARY
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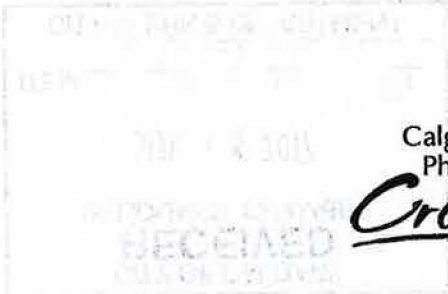
Presentation

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WHO ARE THE CORNERSTONES?

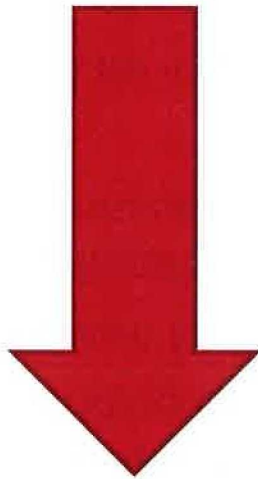


IMPACT OF THE CORNERSTONES

- Economic impact:
 - For every 100 jobs in the cultural sector 104 are created through spending on other goods and services
 - account for 52% of the full time jobs in the cultural sector
 - a culturally vibrant downtown affects Calgary's ability to attract and retain businesses, residents and jobs.
- Quality of Life impact:
 - 79% of Calgarians believe a strong arts and culture scene is key to creating a vibrant, safe, and prosperous city
 - 37% of total audience attend Cornerstones

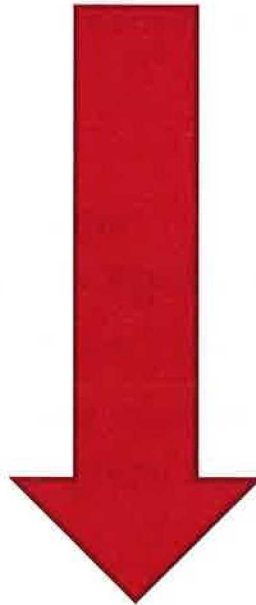
The Impact of the Economic Downturn

**Individual
donations**



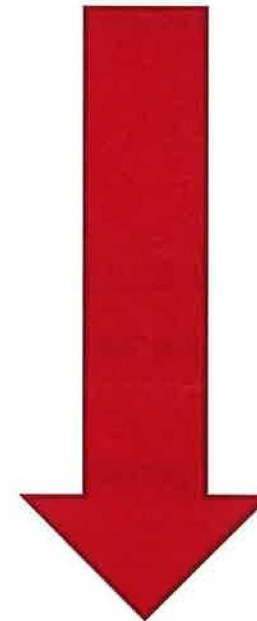
-25%

**Corporate
donations**



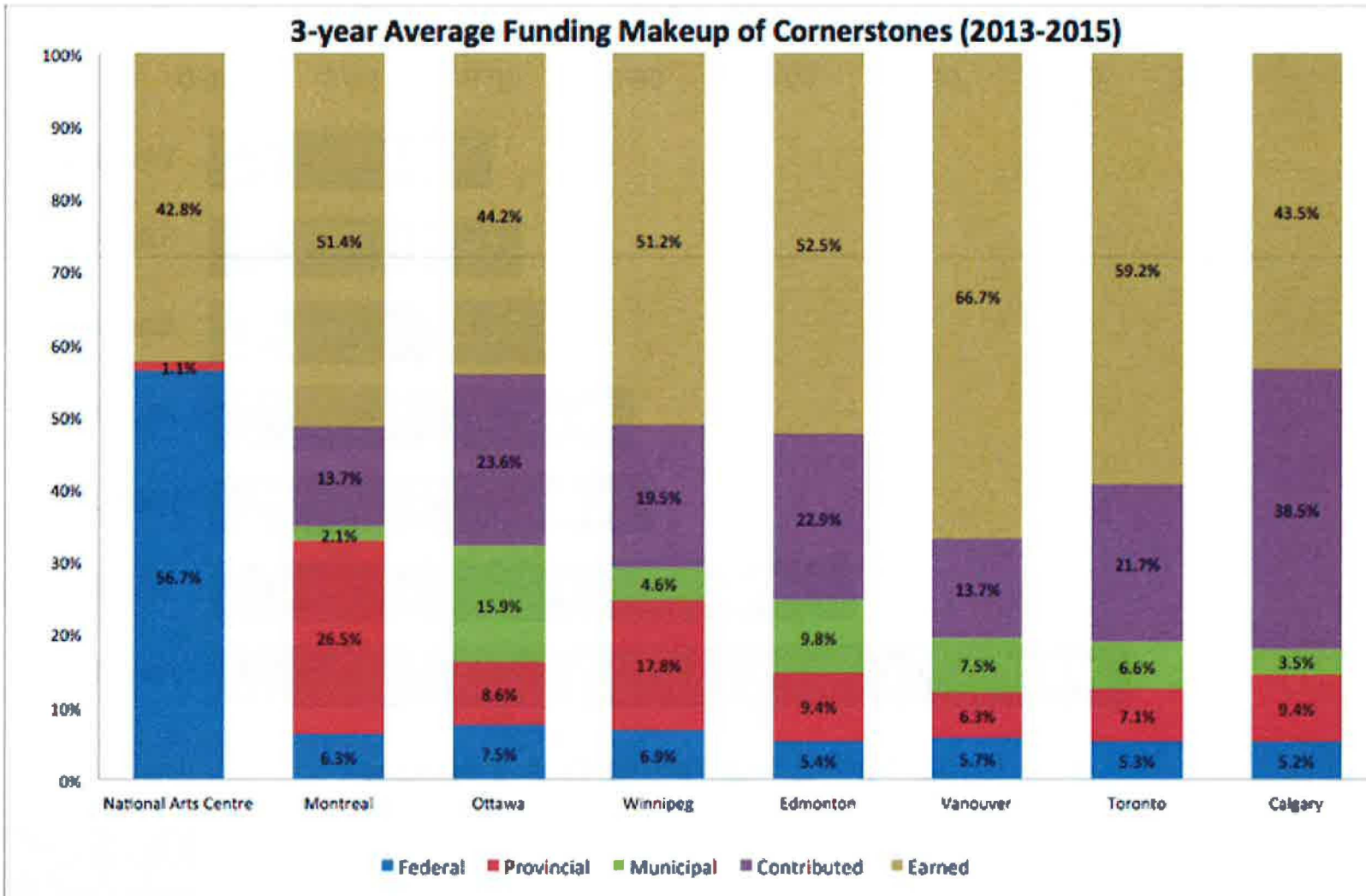
-30%

**Special event
fundraisers**



-48%

Historically, contributed revenue from the private sector has been much higher in Calgary than in other cities



■ Table 1: Arts Grants Per Capita (2015)



When it comes to civic arts grants, Calgary is near the bottom when compared to other cities across Canada

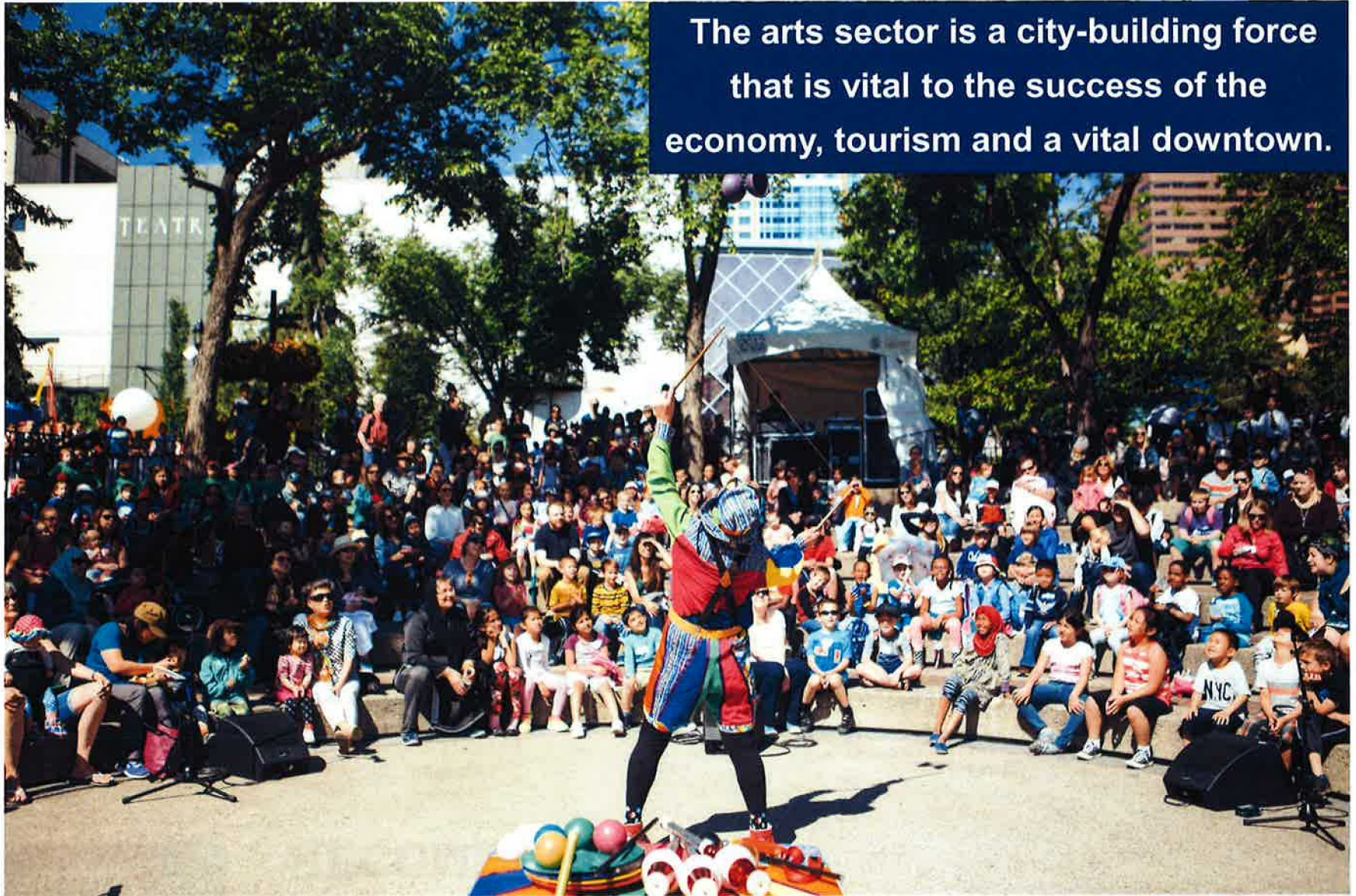


HOW THE CORNERSTONES ARE RESPONDING

- Cornerstones have adopted the following mitigation measures to respond to the economic downturn:
 - Job reductions
 - Cutting programs that increase access to the arts, especially youth audiences
 - Reducing artistic and other expenditures
 - Drawing down endowments and working capital reserves
 - Incurring debt

THE CORNERSTONES ARE IN TRANSITION

- Cornerstones are restructuring their business to adjust to new economic circumstances.
- CADA and The City are re-examining City's grant program for the 2019-2023 budget cycle.
- Cornerstones requesting \$2.0 million in bridge funding to assist in making the transition.



The arts sector is a city-building force that is vital to the success of the economy, tourism and a vital downtown.



RECOMMENDATION

That the Priorities and Finance Committee recommend that Council:

Approve a one-time budget of \$2 million to Program 449 for Calgary Arts Development Authority funded from the Fiscal Stability Reserve (FSR) to invest immediately in the 10 Cornerstone arts organizations and report back in Q2 2018 on the investment of the funds.