



Calgary Economic Development's
collaborative energy makes us a
conduit, connector, catalyst and
storyteller for Calgary.

July 12, 2017

Members of City Council
The City of Calgary
800 Macleod Trail SE
Calgary, AB, T2P 2M5

RE: Support for Investment in Calgary's Cornerstone Arts Organizations

Dear Members of City Council:

On behalf of Calgary Economic Development, we are writing in support of investment in Calgary's 10 Cornerstone arts organizations as recommended in report PFC2017-0593: "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 (CADA) 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."

The 10 organizations (Alberta Ballet, Calgary Opera, Folk Festival Society, National Music Centre, Alberta Theatre Projects, Theatre Calgary, Glenbow Museum, Calgary Philharmonic Orchestra, One Yellow Rabbit and Theatre Junction Grand) supported by Calgary Arts Development Authority's Cornerstones program are significant employers, cultural assets, tourist attractions, educational institutions, and community builders that support a diverse economy, high quality of life and vibrant downtown core.

A dynamic arts and culture community helps diversify the economy and is vital to attract and retain businesses and top talent. CADA and the Cornerstone organizations play a key role in Calgary Economic Development's 10-Year Economic Strategy – particularly the commitment to "establish Calgary as an artistically vibrant city and cultural destination in Canada." It is also notable four of the ten priorities generated from the Downtown Economic Summit in March were related to arts and culture.

The structural change in the oil and gas industry has forced arts groups, like many other organizations in our community, to adjust to the "new normal" with their business models. This one-time transition funding would offer tremendous assistance to the Cornerstone organizations. By investing in the 10 Cornerstone arts organizations The City will: sustain non-profit organizations that have taken decades to build; retain jobs in the cultural sector; support economic recovery and diversification; and, revitalize and animate the downtown core.

Calgary Economic Development works with business, government and community partners to position Calgary as the location of choice for all sectors in our city. A culturally vibrant downtown helps attract and retain businesses, talent, residents and jobs and we encourage your support for the investment in the Cornerstone organizations.



Sincerely,


Steve Allan
Chair of the Board



Mary Moran
President & CEO

cc: *Patti Pon*
Jeff Fielding
Kurt Hanson
Katie Black
Laura Kennedy