

Calgary

Ultimate hosts
Ultimate host city

Destination Strategy

tourism
calgary

July 14, 2017

To Whom It May Concern,

With a new long-term, stakeholder-led and endorsed destination strategy for our city, Tourism Calgary has a renewed interest in ensuring our city continues to evolve as a great place to live, and equally, a great place to visit.

The vision of Calgary's Destination Strategy is to make Calgary the ultimate host city.

Achieving that vision requires collaborative action toward several strategic objectives, including one of particular importance to Calgary's arts community: ensuring the vitality and sustainability of Calgary's arts organizations, specifically, the 10 Cornerstone organizations supported by Calgary Arts Development (Alberta Ballet, Calgary Opera, Folk Festival Society, National Music Centre, One Yellow Rabbit, Theatre Calgary, Calgary Philharmonic Orchestra and Theatre Junction Grand).

A one-time investment that will ensure the sustainability of these important and renowned organizations in a time when corporate sponsorship and private donations have decreased by 38%, will make a significant difference and will ensure that the Cornerstones are able to continue the high-quality operations for the benefit of hundreds of thousands of Calgarians and visitors.

Investment in the exemplary work of the Cornerstones through CADA will contribute to the quality of life of Calgarians and contribute to our city's unique DNA. It will help to advance our excellent diverse cultural offerings, and contribute to a vibrancy in the core. It will also help move us towards our vision of being the ultimate host city, will boost Calgary's economy, and contribute meaningfully to our city's brand and reputation as an active and accessible cultural destination.

We look forward to working with you to advance this request for the benefit of Calgarians and visitors to our city.

Sincerely,



Cindy Ady
CEO, Tourism Calgary

