

Civic Partners Annual Report to SPC on Community & Protective Services

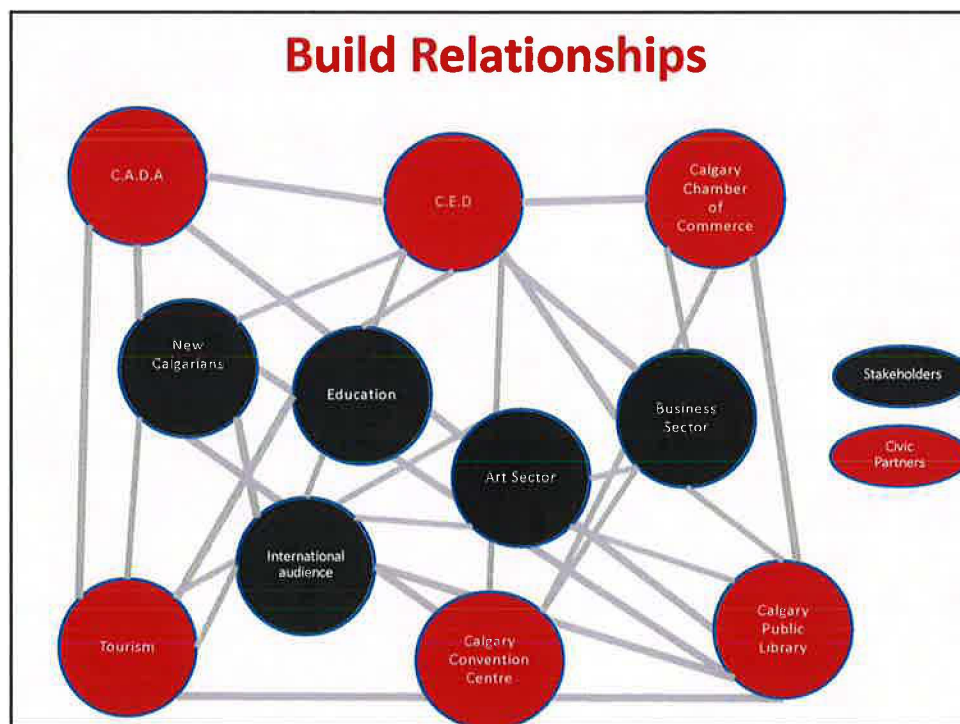
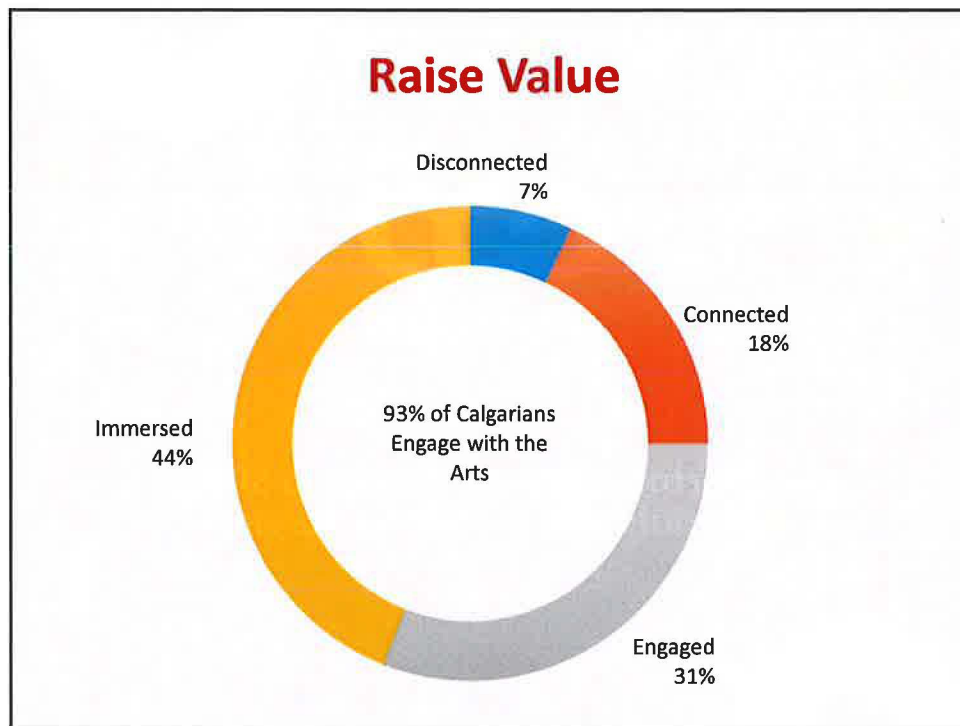
May 7, 2019

2015-2018 Strategic Priorities

Raise Value: Calgary Arts Development continues its leadership role in the arts and with other stakeholders to make the arts integral to the lives of Calgarians.

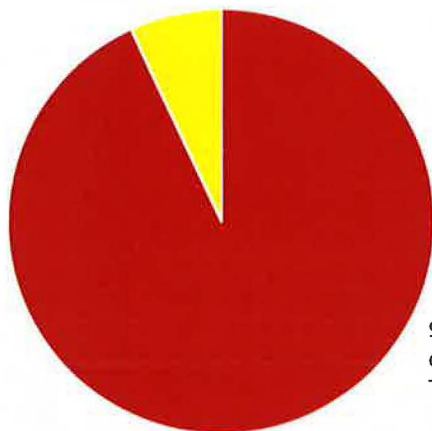
Build Relationships: Calgary Arts Development fosters collaborative relationships across sectors and communities to help ensure that Calgarians can experience art in their everyday lives.

Increase Resources: Calgary Arts Development identifies ways to increase and sustain our finances and expertise, and use these resources wisely for greater impact.



Leverage Resources

7% of funds come
from non-City
sources



93% of funds
come from
The City

75% to artists and arts organizations

17% for arts development activities

8% for administration

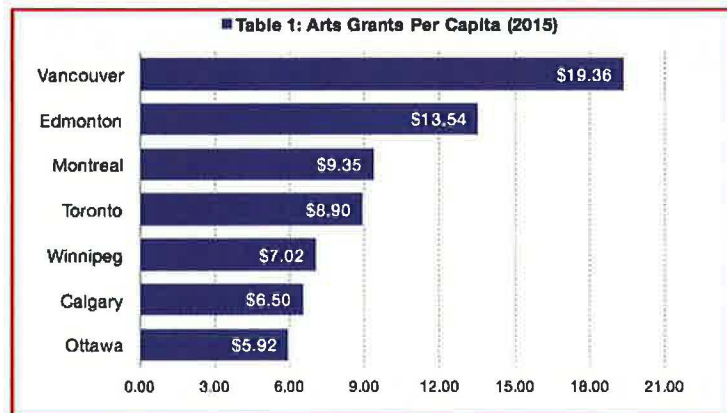
2018 Grant Investments

\$4.8M invested
168 organizations
73 individual artists
23,000+ events
3.2 million attendees

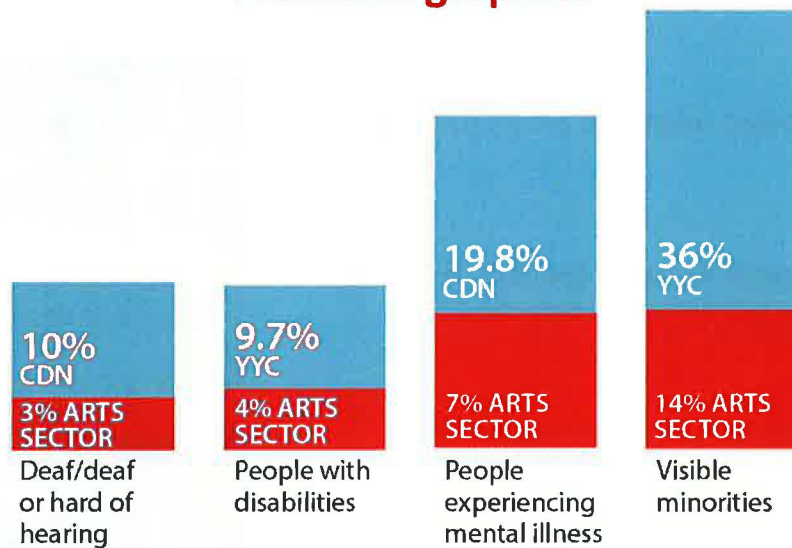
KPMG Study – Economic Impact

\$134M annual GDP impacts
1,550 full-time jobs
\$16.6M in tax revenues
(\$3M back to City)

Calgary's municipal funding for the arts was lower than other Canadian cities



Calgary's arts sector doesn't reflect YYC demographics



2019-2022 Strategic Framework

Vision A creative, connected Calgary through the arts.

Our why We believe that the arts have the power to build our city.

Fostering a sustainable and resilient arts sector

Arts-led city building

FOCUS 1	FOCUS 2	FOCUS 3	FOCUS 4	FOCUS 1	FOCUS 2	FOCUS 3	
Grant investment	Arts development	Knowledge, impact & accountability	Awareness & connection	Vibrant downtown	Everyday creativity	Creative economy	
<p>Develop comprehensive grant investment programs for arts organizations that provide:</p> <ul style="list-style-type: none">• Operating• Seed investment• Risk investment• Facility operating <p>Identify & reduce barriers to engagement with CAD's investment and arts development programs</p>	<p>Develop grant investment programs for artists that support:</p> <ul style="list-style-type: none">• Creation• Skills development (artistic & business)• Research• Experimentation <p>Acknowledge & support art & artists from diverse and equity-seeking communities</p>	<p>Continue to leverage investment in the sector with other partners</p> <p>Strengthen artists & arts organizations through capacity building programs:</p> <ul style="list-style-type: none">• Workshops• Coaching <p>Create a digital strategy for the arts sector in Calgary</p>	<p>Continue to collect data to communicate sector impact</p> <p>Produce meaningful research for the arts sector</p> <p>Have transparent open data & reporting practices</p> <p>Provide strategic advice to our shareholder about the arts sector</p>	<p>Communicate information about and for the arts sector through:</p> <ul style="list-style-type: none">• Digital platforms• Social media• Spacefinder <p>Become the central info hub for the arts in Calgary</p> <p>Convene & connect the arts sector on a sustaining basis</p>	<p>Leverage the role of the arts in partner strategies</p> <p>Identify & support missions & signature opportunities for the arts, e.g.:</p> <ul style="list-style-type: none">• JUNO Awards• CCMA's• Cultural Olympiad• Entertainment District <p>Provide support for the development of cultural tourism projects</p> <p>Support the arts in animating centre city through events, cultural celebration and festivals</p>	<p>Embed artists & arts at a neighbourhood level through partnership</p> <p>Embed artists & the arts in neighbourhood planning</p> <p>Encourage all Calgarians to manifest their creativity</p> <p>Encourage cross-sector collaborations between:</p> <ul style="list-style-type: none">• Arts sector & community leaders• Arts sector & social sector	<p>Support opportunities for artists to develop as social innovators & entrepreneurs</p> <p>Identify & foster creative industry opportunities in YYC</p> <p>Support the development of YYC as a music city through a vibrant music industry and integrated music system</p>

Key partners: City of Calgary, City of Calgary Arts Council, Alberta Foundation for the Arts, Calgary Council for the Arts, Department of Canadian Heritage, Government of Alberta, United Way, Calgary Foundation, Calgary Jewish Community Centre, Calgary Public Library, Calgary Public Schools, Calgary Police, Calgary Fire, Calgary Transit, Calgary Housing, Calgary Health Services, Calgary Economic Development, Calgary Chamber of Commerce, Calgary Board of Trade, Calgary Convention Centre, Calgary Convention Bureau, Calgary Convention Centre, Calgary Convention

Prepared by: City of Calgary, City of Calgary Arts & Culture, Alberta Foundation for the Arts, Calgary Centre for the Arts, Department of Cultural Development, City of Calgary, Calgary, Alberta

Prepared by: City of Calgary, City of Calgary Arts & Culture, Alberta Foundation for the Arts, Calgary Centre for the Arts, Department of Cultural Development, City of Calgary, Calgary, Alberta

A sustainable, resilient arts sector helps Calgary become...

A vibrant, urban and prosperous city

A magnet for creative industries talent, knowledge workers and visitors

Full of opportunities for all Calgarians to meaningfully participate

