



Art Spaces Investment Process: Guidelines

The Art Spaces Investment Process is not a funding program. It is a process through which successful applicants will receive funding directly from the City of Calgary's Culture, Parks, Recreation and Infrastructure Investment Plan (CPRIP).

**Art Space Investment Process INFORMATION SESSION
Tuesday, October 16th 6:30 – 7:30 pm
EPCOR CENTRE for the Performing Arts Engineered Air Theatre, 205 8th Avenue S.E.
RSVP to Holly Simon at Holly.simon@calgaryartsdevelopment.com or 264-5330 x109**

APPLICATION TO-DO LIST

BEFORE YOU APPLY

- Read the strategy document *Reclaiming Calgary's Cultural Identity: Arts Spaces Strategy and Capital Plan* and the supporting research report, *The Current State of Cultural Spaces for the Arts in Calgary*, both available online at www.calgaryartsdevelopment.com.
- Review the Art Spaces Investment Process Guidelines.
- Contact Calgary Arts Development Community Investment staff to receive an Art Spaces Investment Process Application.
- Submit a letter of intent expressing your intention to apply to the Art Spaces Investment Process and a short description of your project to Calgary Arts Development by November 15, 2007.

PHASE 1 – Application and opportunity assessment

- Complete and return the application by January 15, 2008.
- Make a verbal presentation on your project to the Assessment Committee.

Projects that are assessed as strong opportunities by the Assessment Committee will be invited to proceed to Phase 2.

PHASE 2 – Technical evaluation

- Work with Calgary Arts Development through the technical evaluation process.

Projects evaluated as ready to proceed to the City of Calgary for municipal support will be brought forward by Calgary Arts Development to City Council for approval of funding.

PHASE 3 – Calgary City Council approval and inclusion in CPRIP

- Work with the City of Calgary administration to complete any outstanding City requirements and receive funding through the City's Culture, Parks, Recreation and Infrastructure Investment Plan (CPRIP).

Contents	
Application To-Do List	1
Objectives of the process.....	2
Overview of the process.....	2
What can you apply for?	3
How much can you apply for?	3
Who can apply?.....	3
When do you apply?.....	3
How do you apply?	4
Assessment criteria.....	5
FAQ	6

Objectives of the process*

The Art Spaces Investment Process is intended to make Calgary a city known for its great arts spaces. Calgary Arts Development's vision is to develop a catalyst process for the creation of:

- a cultural cluster in the city centre, with a downtown that boasts internationally significant iconic arts anchor facilities and city centre neighbourhoods that house incubator spaces for emerging artists and organizations, and
- arts facilities as a core part of complete communities, with facilities built specifically for arts experiences serving as a defining feature for all geographic areas of the city and a well-developed network of small-scale dedicated arts spaces to support arts activities in suburban regions.

*A more detailed description of these objectives is included in *Art Spaces Strategy and Capital Plan: Reclaiming Calgary's Cultural Identity*, available online at www.calgaryartsdevelopment.com.

Overview of the process

Background

The Art Spaces Investment Process was designed in response to a strategy and accompanying research study completed by Calgary Arts Development to guide municipal investment in arts spaces. The strategy document *Reclaiming Calgary's Cultural Identity: Arts Spaces Strategy and Capital Plan* and the supporting research report *The Current State of Cultural Spaces for the Arts in Calgary* are available online at www.calgaryartsdevelopment.com.

Project assessment

Projects will be assessed by an independent volunteer Assessment Committee consisting of artists, arts administrators, development experts, space operators and city representatives. The Assessment Committee will recommend to the Calgary Arts Development Board of Directors a final list of projects aimed at creating or renovating arts spaces. Calgary Arts Development will then bring the Board-approved list of projects forward to Calgary City Council for approval of funding.

Project funding

City Council-approved projects will enter the City of Calgary's Culture, Parks, Recreation and Infrastructure Investment Plan (CPRIP). CPRIP is the City's investment infrastructure plan designed to manage the municipal funding needs of culture, parks and recreation facilities in Calgary. The City has committed to considering funding of up to \$150 million over the next seven years for arts spaces through CPRIP.

What can you apply for?

The Art Spaces Investment Process will bring forward capital projects requesting municipal funding, land, buildings or any combination of these to the City of Calgary. The process is open to stand-alone capital projects or portions of larger capital projects that create or renovate purpose-built arts spaces that will be operated through a not-for-profit model. Partnerships with the public and private sector and mixed-use projects are encouraged. The process is open to projects ranging from those at the early stage of visioning and planning to those that are ready to begin or have begun construction. Projects must be located within the City of Calgary. This process is for capital support only. (There is currently no municipal plan in place to support capital project planning.)

How much can you apply for?

The Art Spaces Investment Process will generally not recommend funding of more than 25% of project costs – up to a total of \$25 million – for any one project. Exceptions may be made under certain circumstances that enable a match of City funding or for smaller projects (under \$250,000). Final recommended amounts will be determined by the Assessment Committee. Final decisions on funding of projects will be determined by Calgary City Council.

Who can apply?

Any organization, ad-hoc group or individual with an arts space capital project that fits into the Art Spaces Investment Process objectives and meets the criteria outlined below may apply.

Criteria

- Projects must be located inside the City of Calgary limits.
- Applicants who have already received support through the City of Calgary for the same project may not be eligible, depending on the type of support received.
- Collectives and ad-hoc groups must formally apply through a single organization or individual.
- Projects or portions of projects for which funding is requested must be developed and operated primarily through a not-for-profit structure.

When do you apply?

The Art Spaces Investment Process will operate on an annual basis starting in 2008 for at least three years, to 2011. The Art Spaces Investment Process will recommend up to \$150 million of municipal investment in arts space projects to be funded through to 2014. Deadlines are as follows:

- **November 15, 2007** – deadline for letter of intent for application in 2008 to be received by Calgary Arts Development
- **January 15, 2008 at 4:30 p.m.** – deadline for 2008 applications to be received by Calgary Arts Development
- **March 2008** – projects from 2008 application brought forward by Calgary Arts Development to City Council for inclusion in CPRIIP
- **November 15, 2008** – deadline for letter of intent for application in 2009
- **January 15, 2009** – deadline for 2009 applications

How do you apply?

Applicant organizations and individuals **must first** contact Calgary Arts Development and speak to a Community Investment staff member to receive an application form. The process will consist of the following four steps:

Letter of Intent

Organizations and individuals intending to apply to the Art Spaces Investment Process must first submit a letter of intent to Calgary Arts Development. Letters should be no more than **one page** in length and outline the project, the estimated total project costs and the requested amount of municipal support.

Phase 1 – Application and opportunity assessment

Applicants complete and submit the application, and then have the opportunity to make a verbal presentation of their project to the Assessment Committee. Projects at any stage of planning may participate in Phase 1. The Assessment Committee will move projects assessed as strong opportunities forward to Phase 2.

Phase 2 – Technical evaluation

Applicants work closely with Calgary Arts Development to supply as much information on their project as available. Projects will be technically evaluated by Calgary Arts Development using professionals in the field of venue development and operations, based on the information available. The technical evaluation will sort projects based on their readiness to proceed:

3.1 Phase 2 – Ready to proceed to the City for municipal support (with or without conditions)

Projects that are technically viable and significantly ready to proceed to construction or are currently proceeding with construction will be identified as “ready to proceed”. These projects will be brought forward to City Council by Calgary Arts Development for municipal support.

3.2 Phase 2 – Not ready to proceed to the City for municipal support

Projects that are technically viable but not at a stage of readiness to proceed with construction will be held in Phase 2 and technically re-assessed when project planning has progressed. Calgary Arts Development acknowledges the need for additional resources to assist these projects in planning and development and is currently working to identify and add resources. At this point, however, there are no additional planning resources available through this process.

4. Phase 3 – Calgary City Council approval and inclusion in CPRIP

Applicants whose projects are approved by City Council will work directly with the City of Calgary administration to receive the recommended municipal support.

Assessment criteria

PHASE 1

The independent Assessment Committee, consisting of artists, arts administrators, development experts, space operators and city representatives, will assess projects on the basis of the opportunity they provide and the vision in place to realize that opportunity. The assessment will be primarily qualitative and will consider:

1. The opportunity

Assessors will consider the ability of the project to:

- meet the space needs of the arts sector
- encourage citizens to engage in the arts
- create an environment where artists and arts organizations thrive
- contribute to the reputation of Calgary as a culturally dynamic centre.

2. The project

Assessors will consider:

- the fit of the project within the Cultural Spaces for the Arts Strategy and Capital Plan
- the alignment of the project with other civic plans that may apply, including imagineCalgary, the Civic Arts Policy, Economic Development Strategy and (if applicable) the Centre City Plan.

3. The process

Assessors will consider:

- the project's cost in relation to the return to the City
- the project's timing in relation to the development of the arts sector.

PHASE 2

Projects will be evaluated in the following four categories:

1. Project readiness

- The project's current state of readiness within the project life cycle

2. Track record of project sponsor

- The organization's stability and proven capacity

3. Extent of stakeholder support

- Committed and potential support from other funders, arts organizations and the community at large

4. Probability of meeting pro-forma assumptions

- Project assumptions in relation to the current climate for capital development and facility operation in Calgary

FAQ

Q: How much total funding is available through the Art Spaces Investment Process?

A: The Art Spaces Investment Process does not directly fund projects. Calgary Arts Development will bring a list of projects for possible funding (established through the Art Spaces Investment Process by an independent Assessment Committee) directly to Calgary City Council. Final support for projects (in cash, land or buildings) will come from the City. The City has agreed to consider investment of up to \$150 million in arts spaces through the City budget over the next seven years.

Q: We are not currently ready to make an application, but hope to make an application in the future. What should we do?

A: Calgary Arts Development would like to be as informed as possible of any future arts spaces being planned or imagined. Please contact us directly to share your vision for a future arts space with us.

Q: We are *not* a non-profit organization. Can we still apply?

A: Yes, as long as the project will be operated using a not-for-profit model or through a non-profit partner.

Calgary Arts Development Authority

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