

A man and a woman in historical costumes are sitting on a white aircraft trolley. The woman is wearing a long, flowing pinkish-red dress and has her arm around the man. The man is wearing a dark, fur-lined coat and has a beard. They are both looking towards the right. The trolley is positioned in front of a large white aircraft. The background shows the side of the aircraft with a window and some technical markings. The overall scene is set on an airfield.

LIVING A CREATIVE LIFE

AN ARTS DEVELOPMENT
STRATEGY FOR CALGARY

Success Indicator Baseline Report: Artistic Exchange

NOVEMBER 2014



Success Indicator Baseline Report Overview: November 2014

Published in March 2014, **LIVING A CREATIVE LIFE** is an arts development strategy for Calgary, by Calgarians. As of November 2014, it has attracted over 100 signatories who are contributing to one or more of the strategy's five major focus areas: Creative Communities, Centre City Arts District, Arts Incubation, Artistic Exchange, and Youth & Education.

LIVING A CREATIVE LIFE includes success indicators for each focus area so that progress towards the strategy's outcomes can be tracked. These success indicators are systems-level measurements that will be evaluated annually, and this report provides baseline data for each indicator, using the most complete information available at the time. Future success indicator reports will compare their measurements against these baselines. Some baseline information has been omitted because of a lack of data sources; Calgary Arts Development continues to seek and draw from data sources for all indicators.

As success indicator measurement progresses, growth in any given indicator may be due to new sources of data or new signatories who contribute further information. All future success indicator reports will note when new baseline data is included and when new sources of data are contributing to the growth measured for any specific indicator.

The overall strategy is built around the framework below. Although drivers and tactics contribute to the achievement of each outcome, this report refers only to success indicators and outcomes. The complete strategy is available at LIVINGCREATIVE.CA.

Overarching Vision: Calgary is a place that empowers every resident to live a creative life, fuelling a vital, prosperous and connected city.

Mission: To align and activate Calgarians in creating a vital, prosperous and connected city through the arts.

The strategy is organized by five major focus areas that include the following elements:

Focus area: Each of five major goals that will contribute to **LIVING A CREATIVE LIFE**'s overarching vision. Each focus area is broken down into a vision, outcomes, drivers and tactics.

Vision: The aspirational description of what Calgarians would like their city to look like, as it pertains to the focus area.

Outcome: The state or condition that does not currently exist but must exist in order to achieve the vision.

Driver: A movement coordinated by various stakeholders to help achieve the outcome.

Tactic: A single program, task or initiative that contributes to the driver.

Artistic Exchange

Outcome one: Calgarians benefit from experiencing world-class art presented locally.

SUCCESS INDICATOR: CALGARIANS' PERCEPTION OF CALGARY AS A WORLD-CLASS CITY

In the 2014 Calgarian Engagement Survey (commissioned by Calgary Arts Development and administered by Stone-Olafson):

- 79% of respondents agreed that Calgary has a strong and vibrant arts scene
- 68% agreed that Calgary's current arts and culture offerings are of world-class calibre

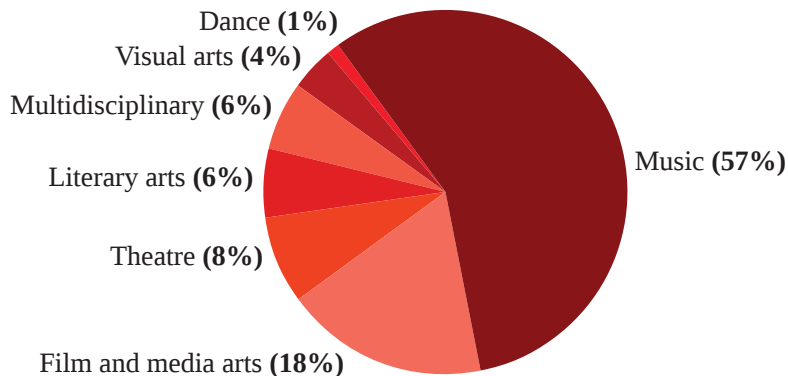
Vision: Calgary is regarded as a world-class city because its artists, arts organizations and presenters import and export the highest quality of work on regional, national and international markets.

SUCCESS INDICATOR: LOCAL MEDIA COVERAGE OF NATIONAL AND INTERNATIONAL ART PRESENTED IN CALGARY

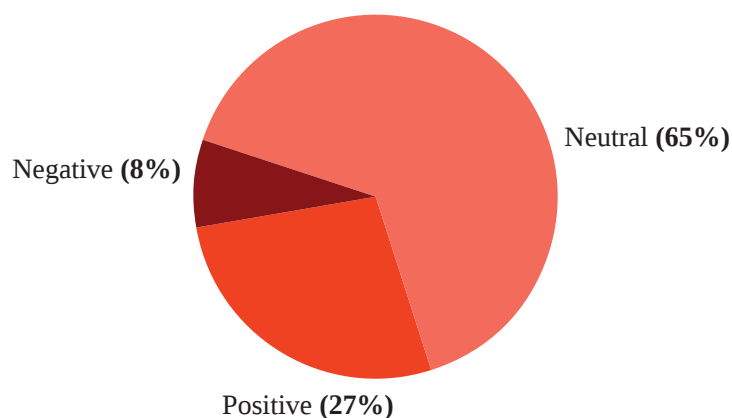
From September 2013 to August 2014, local media in Calgary produced 665 articles about national and international art presented in Calgary. An article's tone refers to whether the author is expressing an opinion or remaining objective, regardless of the subject matter.

Local Media Coverage of National and International Art Presented in Calgary

By Discipline



By Tone



Outcome two: Made-in-Calgary artistic work has a high profile outside the city and is often found on tour in other regions, provinces and countries.

SUCCESS INDICATOR: QUANTITY OF CALGARY-BASED ARTISTIC PROJECTS EXPORTED BEYOND THE CITY

In 2013, arts organizations that applied to Calgary Arts Development’s 2014 Operating Grant Program reported Calgary-produced performances, exhibitions and screenings that were exported outside of Calgary.

- 1,237 activities took place in Canada, outside of Calgary
- 273 activities took place outside Canada

SUCCESS INDICATOR: NON-CALGARIANS’ PERCEPTION OF CALGARY AS A WORLD-CLASS CITY

Calgary Economic Development’s 2014 National Perceptions survey of workers and students across Canada found:

- 6% of respondents cited culture/cultural activities as a reason why their perception of Calgary has improved
- 66% of workers and 62% of students surveyed agreed or strongly agreed that Calgary offers a high quality of life, including arts, culture, shopping and dining

When asked how arts and culture in Calgary compared to their home city:

- 17% of workers rated Calgary better than their home city (40% rated it worse)
- 14% of students rated Calgary better than their home city (39% rated it worse)

When asked what types of attractions respondents expected to find in Calgary:

- 34% of workers and 47% of students expected arts and culture activities
- 38% of workers and 53% of students expected music festivals

SUCCESS INDICATOR: NATIONAL AND INTERNATIONAL MEDIA COVERAGE OF CALGARY-PRODUCED ARTISTIC WORK

From September 1, 2013 to August 31, 2014, national and international media produced 119 articles about artistic work created by or including Calgary artists or arts organizations.

National and International Coverage of Calgary-Based Art

