



LIVING A **CREATIVE** LIFE

AN ARTS DEVELOPMENT
STRATEGY FOR CALGARY

Success Indicator Baseline Report: Arts Incubation

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.

SUCCESS INDICATOR BASELINE REPORT: NOVEMBER 2014

Arts Incubation

Outcome one: Calgary artists and arts organizations have access to an ample range of resources required to support artistic creation.

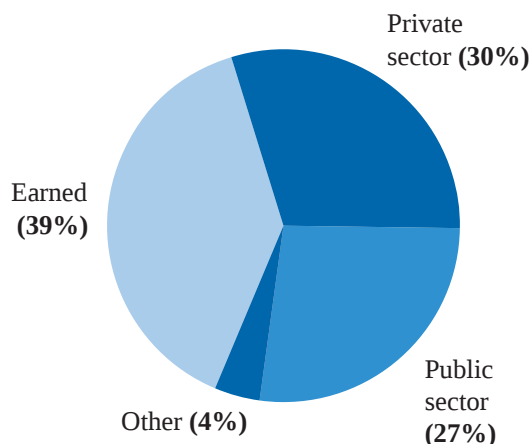
Vision: Calgary strongly attracts artistic talent to live, work and achieve artistic excellence.

SUCCESS INDICATOR: FINANCIAL HEALTH OF ARTS SECTOR

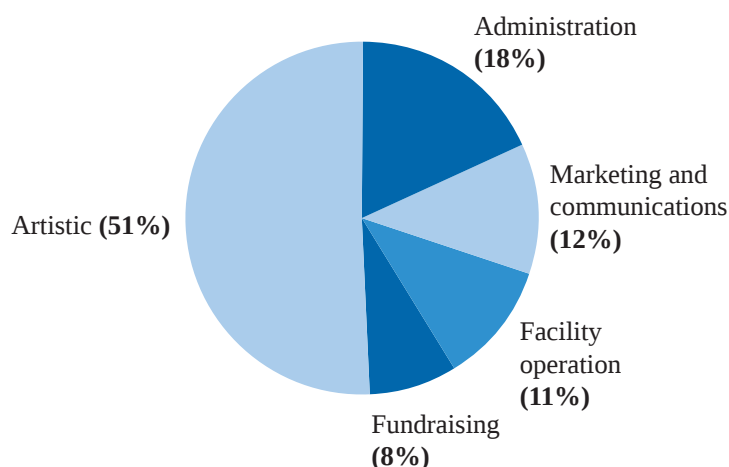
Arts Organizations

In 2013, not-for-profit arts organizations had a total of \$123,530,388 in revenue, \$121,433,940 in expenses and \$155,050,650 in capital assets.

**Revenue by Source
(Arts Organizations)**



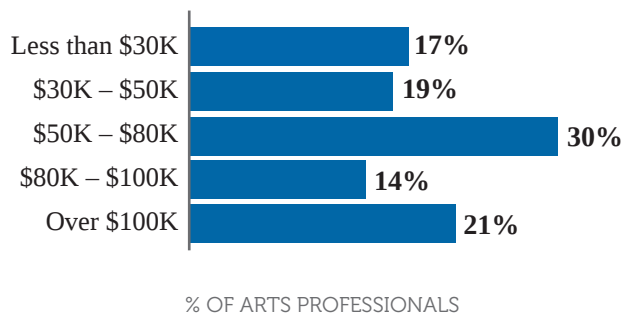
**Expenses by Source
(Arts Organizations)**



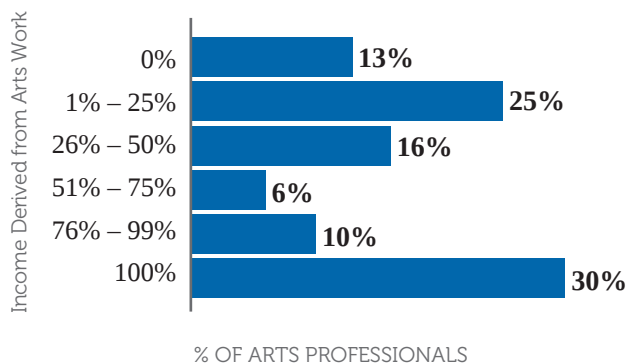
Arts Professionals

Respondents to the 2014 Calgary Arts Professionals Survey (commissioned by Calgary Arts Development and administered by Stone-Olafson) derive their revenue from a variety of sources. Arts professionals include artists, arts administrators and arts educators.

**Average Annual Household Income
(Arts Professionals)**



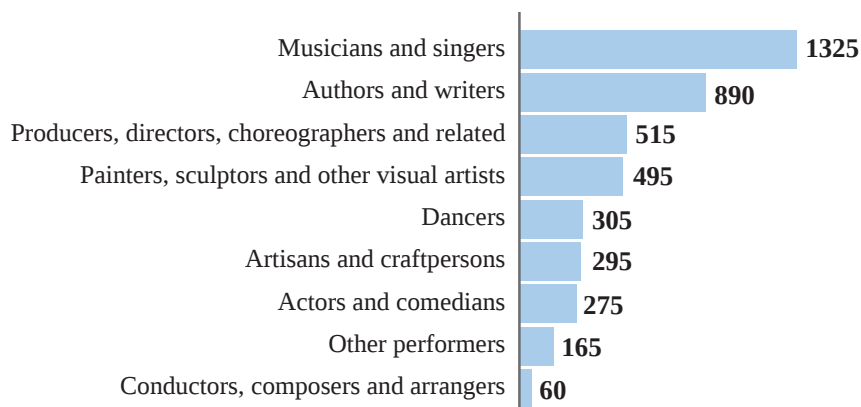
**Percentage of Annual Household
Income Derived from Arts Work
(Arts Professionals)**



SUCCESS INDICATOR: LABOUR CAPACITY OF ARTS SECTOR

Individuals Employed in Arts Careers

In 2013, **4,235** Calgarians worked in an artist occupation during the National Household Survey's reference week. They were categorized into one of nine artist occupations:



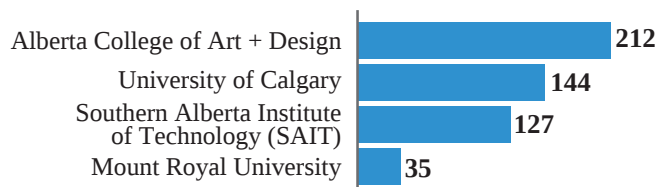
Employment by Arts Organizations

Applicants to Calgary Arts Development's 2014 Operating Grant Program reported employing **710.5 full-time staff** and offering **10,204 paid opportunities for artists** in 2013.

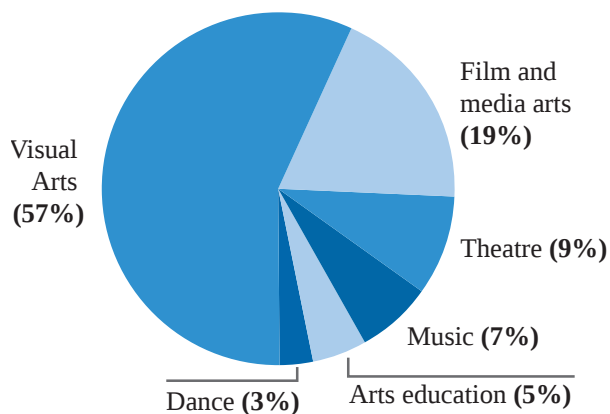
Arts Graduates

In 2013, **518** students graduated with an arts diploma or degree from a Calgary post-secondary institution.

2013 Arts Graduates by Institution



2013 Arts Graduates by Discipline



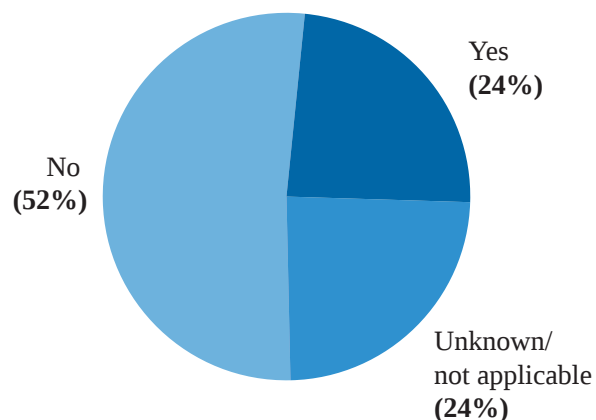
SUCCESS INDICATOR: ACCESS TO AN INVENTORY OF ARTS SPACES

In 2012 and 2013, Calgary Arts Development approached owners and operators of performance facilities to participate in an Arts Spaces Survey. Those survey responses, along with purpose-built arts facilities listed on CalgaryCulture.com in 2013, revealed that there are **50 purpose-built performance facilities in Calgary, 38 of which were available for use external to the property managers or owners of the space.** For the purposes of this analysis, two rehearsal spaces used for performance purposes were not counted as separate from the larger performance facilities that they are part of.

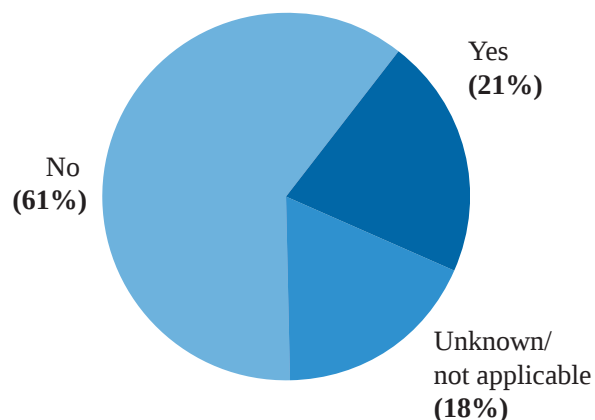
In 2014, the **average lowest daily rental fee of the 38 purpose-built facilities available for booking was \$1,405.76.**

The 38 facilities available for booking reported the following usages and adequacy of their space:

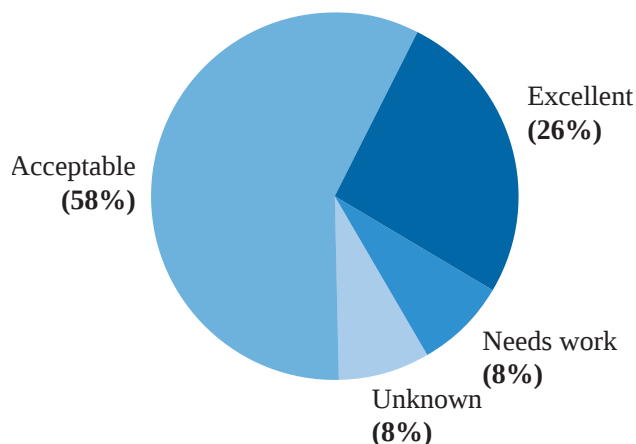
Performance Production Space Available



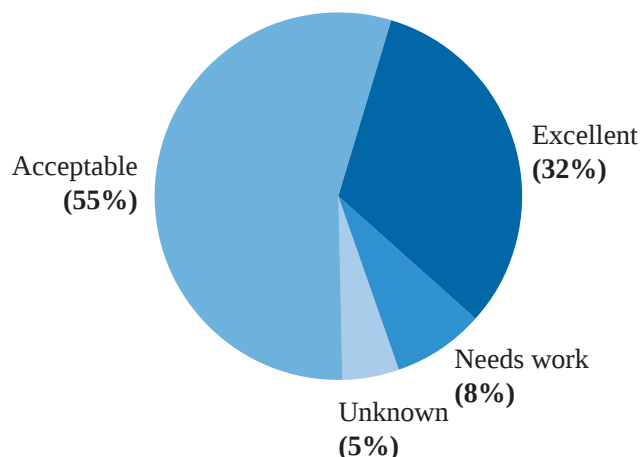
Rehearsal Space Available



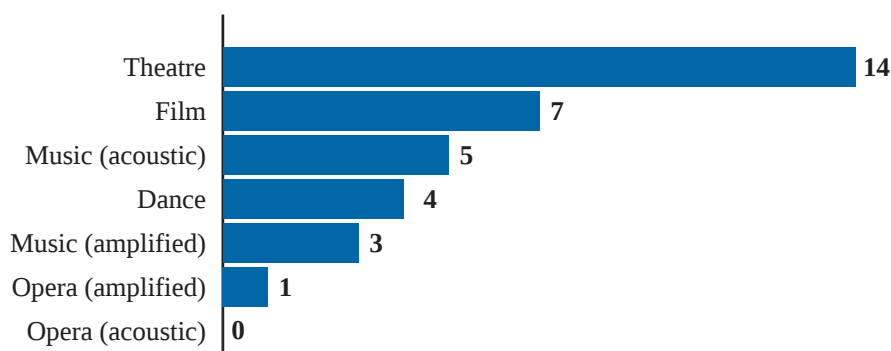
Adequacy of Technical Amenities



Adequacy of Audience, Staff and Artist Amenities



Number of Performance Spaces Available by Usage Type

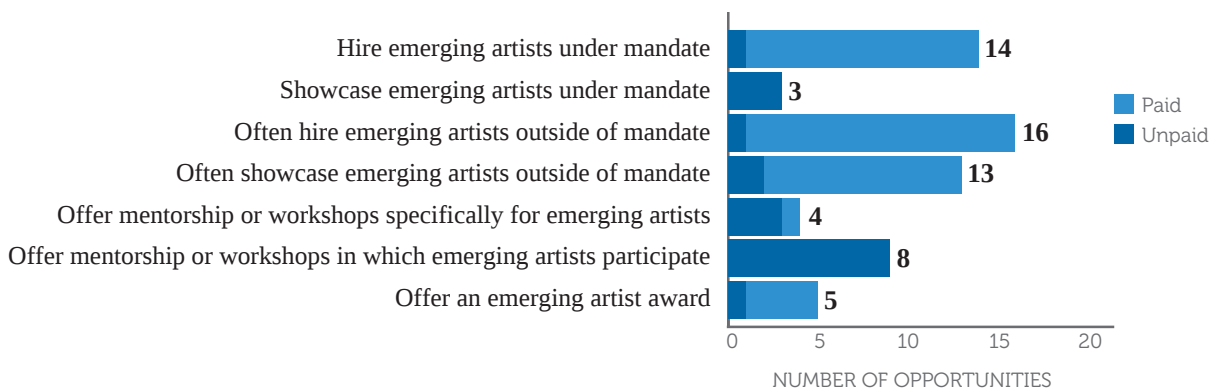


SUCCESS INDICATOR: QUANTITY AND DIVERSITY OF PROFESSIONAL OPPORTUNITIES FOR ARTISTS

Emerging Artist Opportunities

In 2013, of the applicants to Calgary Arts Development's 2014 Operating Grant Program, **53 not-for profit arts organizations** provided emerging artist opportunities.

Number of Emerging Artist Opportunities By Type (Arts Organizations)

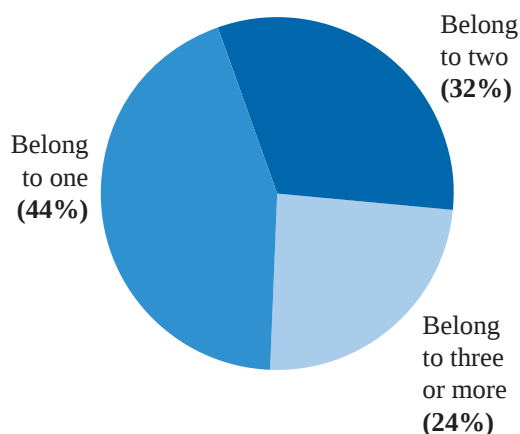


Perceptions of Professional Development Opportunities for Artists

In the 2014 Arts Professionals Survey, of those who self-identified as artists:

- 46% agree that there are plenty of opportunities for them to enhance their artistic skills
- 37% agree that they have easy access to the non-arts training that they need
- 46% agree that they have neither the time nor money necessary to advance their artistic skills

Participation in Guilds, Unions and Associations (Arts Professionals)



Perceptions of Peer-to-Peer Networking Opportunities and Connectedness of the Arts Community

In the 2014 Arts Professionals Survey:

- 31% of artists agree that it is hard to get information about arts work opportunities or connect with peers
- 89% of arts professionals agree that those working in the arts in Calgary need more opportunities to gather and share ideas
- 42% of arts professionals agree that they have very few opportunities to receive knowledgeable and constructive feedback

Outcome two: A strong arts sector is highly valued by Calgarians and is part of what defines us as a city.

SUCCESS INDICATOR: THE CALGARY FOUNDATION'S VITAL SIGNS ARTS & CULTURE GRADE

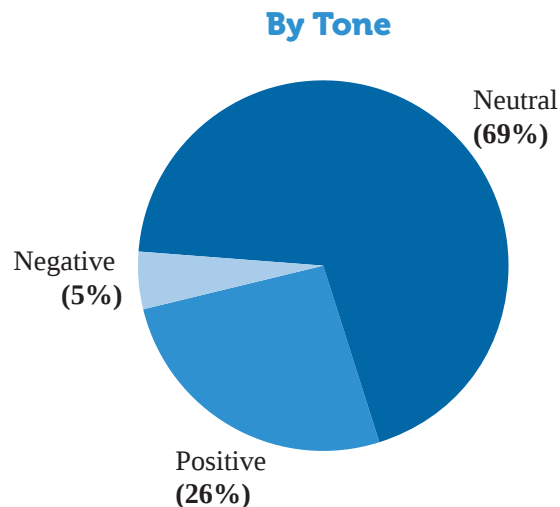
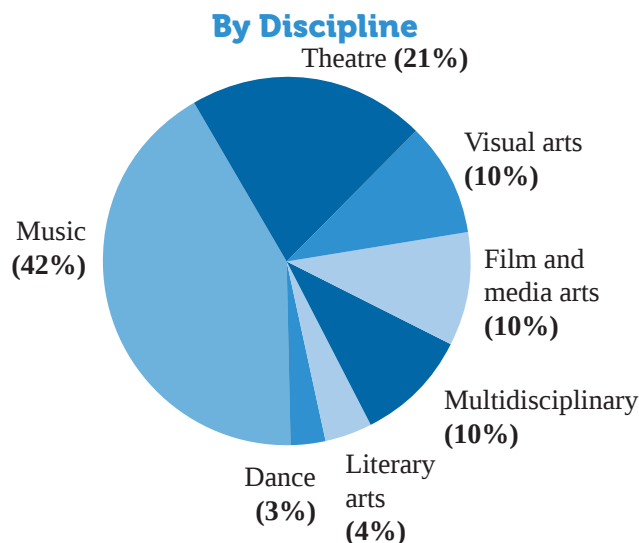
In the 2014 Vital Signs report, **Calgarians graded Arts & Culture at a "B"** and identified the following priorities:

- Offer affordable arts and culture activities
- Develop creative space for the arts community
- Better promote arts and culture events
- Support an abundance and variety of festivals and events

SUCCESS INDICATOR: INCREASED MEDIA COVERAGE OF THE ARTS IN CALGARY

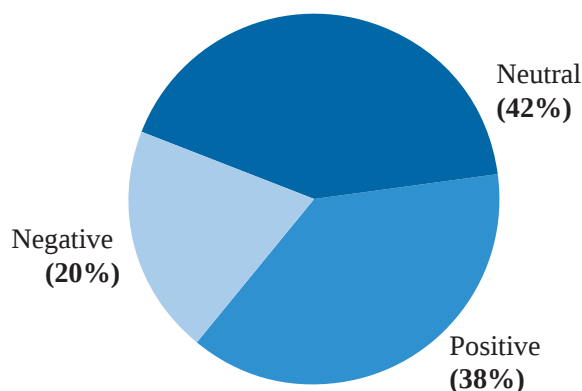
From September 1, 2013 to August 31, 2014, local media in Calgary produced **1,537 articles that covered local, national and international arts**. An article's tone refers to whether the author is expressing an opinion or remaining objective, regardless of the subject matter.

Local Media Coverage of the Arts



From May 1, 2014 to October 31, 2014, **Calgary arts received 496,708 mentions in social media (including blogs)**.

Social Media Mentions By Tone



CALGARIANS AGREE THAT THE ARTS IMPROVE OUR CITY

In the 2014 Calgarian Engagement Survey commissioned by Calgary Arts Development and administered by Stone-Olafson, the vast majority of respondents agreed that the arts are important to our city:

- **91%** believe that developing local artists is a good thing
- **87%** believe that art helps bring people together and enables people to connect
- **85%** believe that arts and culture venues make life in Calgary better
- **82%** believe that a strong arts and culture scene is key to creating a vibrant, safe and prosperous city

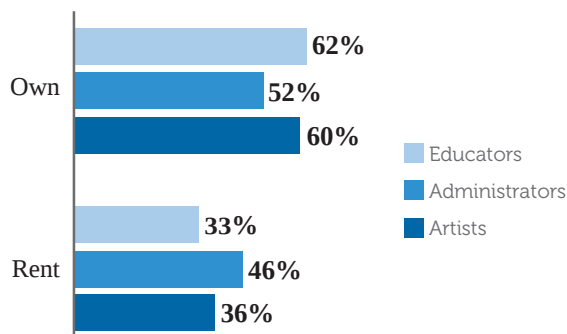
Outcome three: Calgary's arts professionals are able to dedicate themselves to their careers while maintaining a healthy and fulfilling quality of life.

SUCCESS INDICATOR: HOUSING SECURITY OF ARTS PROFESSIONALS

In the 2014 Arts Professionals Survey:

- **58%** own their current residence
- **38%** rent their current residence

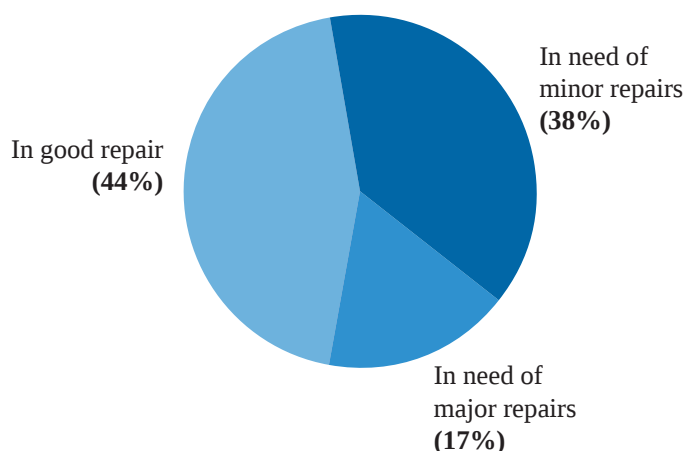
Arts Professionals' Home Ownership



The Canada Mortgage and Housing Corporation sets national standards for the adequacy, suitability and affordability of housing in Canada. The following measurements are based on these standards.

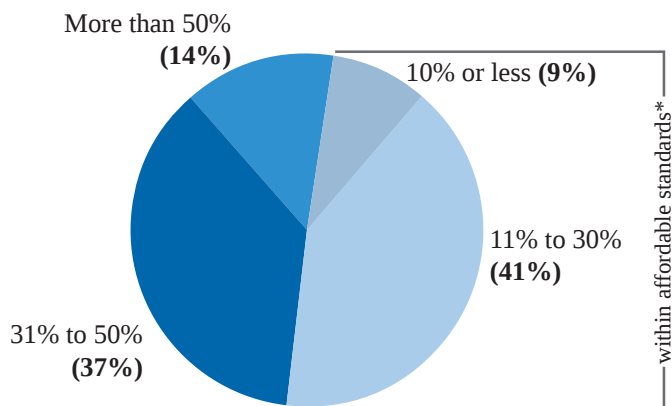
Adequacy of Residence

Adequate residences are those that do not require major repair, according to the residents. In the 2014 Arts Professionals Survey, respondents reported on the state of their own residences:



Affordability of Residence

Arts professionals reported spending the following percentages of their annual household incomes on their residences:



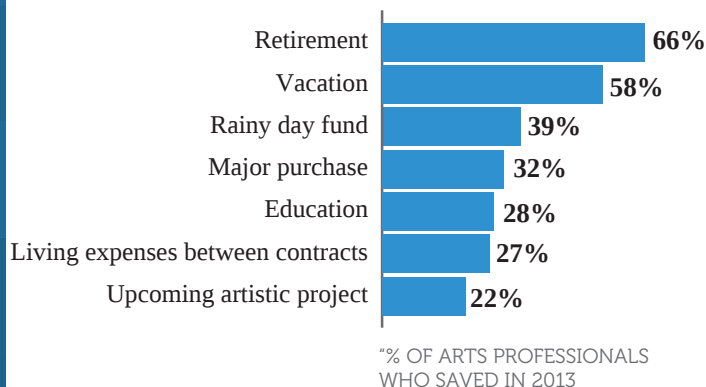
* A residence is considered affordable if it costs less than 30% of the before-tax household income.

SUCCESS INDICATOR: FINANCIAL SECURITY OF ARTS PROFESSIONALS

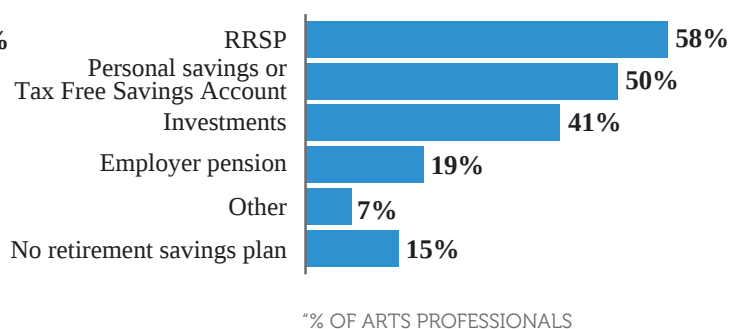
Savings of Arts Professionals

48% of arts professionals surveyed accumulated personal savings in 2013.

Purpose of Savings (Arts Professionals)



Retirement Planning and Saving (Arts Professionals)

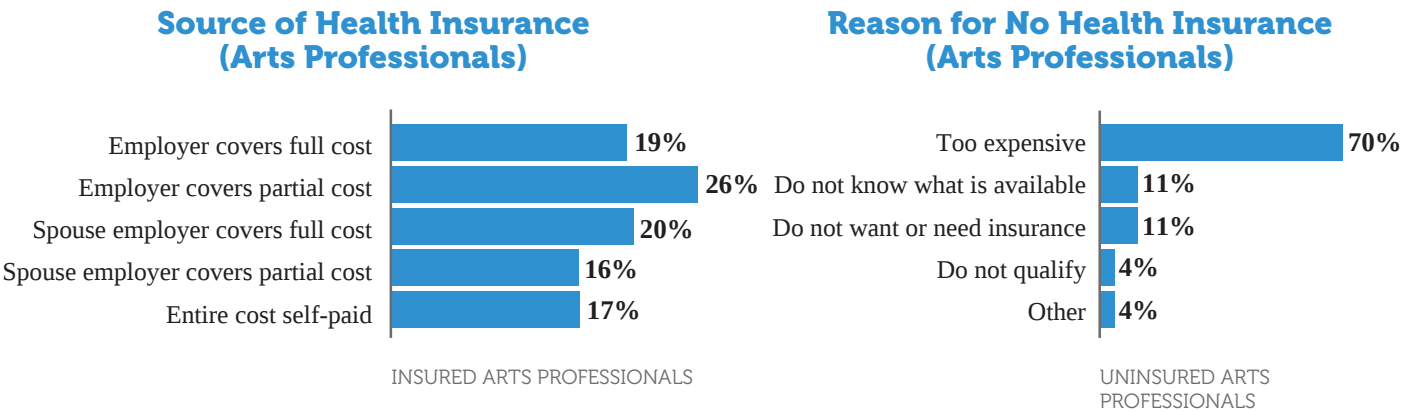


Access to Employment Insurance (EI) for Arts Professionals

Of the arts professionals surveyed, **only 40% responded that they were eligible for EI should it be required.** 35% responded that they would not be eligible and 24% were unsure.

SUCCESS INDICATOR: ACCESS TO HEALTH CARE FOR ARTS PROFESSIONALS

72% of arts professionals surveyed were covered by extended health insurance. 22% of arts professionals surveyed were not covered by extended health insurance.



When asked about access to health care professionals:

- 91% felt they can access health care professionals when needed
- 82% had a family doctor

When asked to consider the safety of their working conditions:

- 95% of respondents felt their work and arts space were safe to work in
- 75% of respondents felt their work and arts space included adequate safety features